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NATIONAL PRINTER-JOURNALIST

CHICAGO, ILL. VOL. XXX, No. 1

19 JANUARY 12

INSIST ON THE ANCHOR TRADE MARK
IF YOU WANT SATISFACTION
IN PRINTING INKS

Jaenecke's Printing Inks

ARE THE KIND THAT SATISFY

We make all kinds for all grades of printing. If you are not entirely satisfied with the appearance of your work, you will make no mistake in putting your ink problems up to us. A postal will bring specimen sheets

THE JAENECKE PRINTING INK COMPANY

Main Office and Factory

NEWARK, N. J.

NEW YORK CHICAGO PHILADELPHIA ST. LOUIS DETROIT PITTSBURG

BUTLER·BRANDS
·PAPER·
·THE BEST·

THE QUALITY OF BUTLER SERVICE

In the conduct of our business, service consists of more than simply the prompt filling of orders. BUTLER SERVICE includes dependable quality of paper merchandise; the rapid, careful filling of orders and punctual shipment of goods; immediate, courteous and intelligent attention to correspondence; impartial treatment of customers; and the charging of fair prices.

We have always appreciated the fact that the very nature of the business of printers demands *service*. Through the sixty-eight years of our business experience we have developed an organization which is loyal to our standard of distinct, co-operative *service*—BUTLER SERVICE.

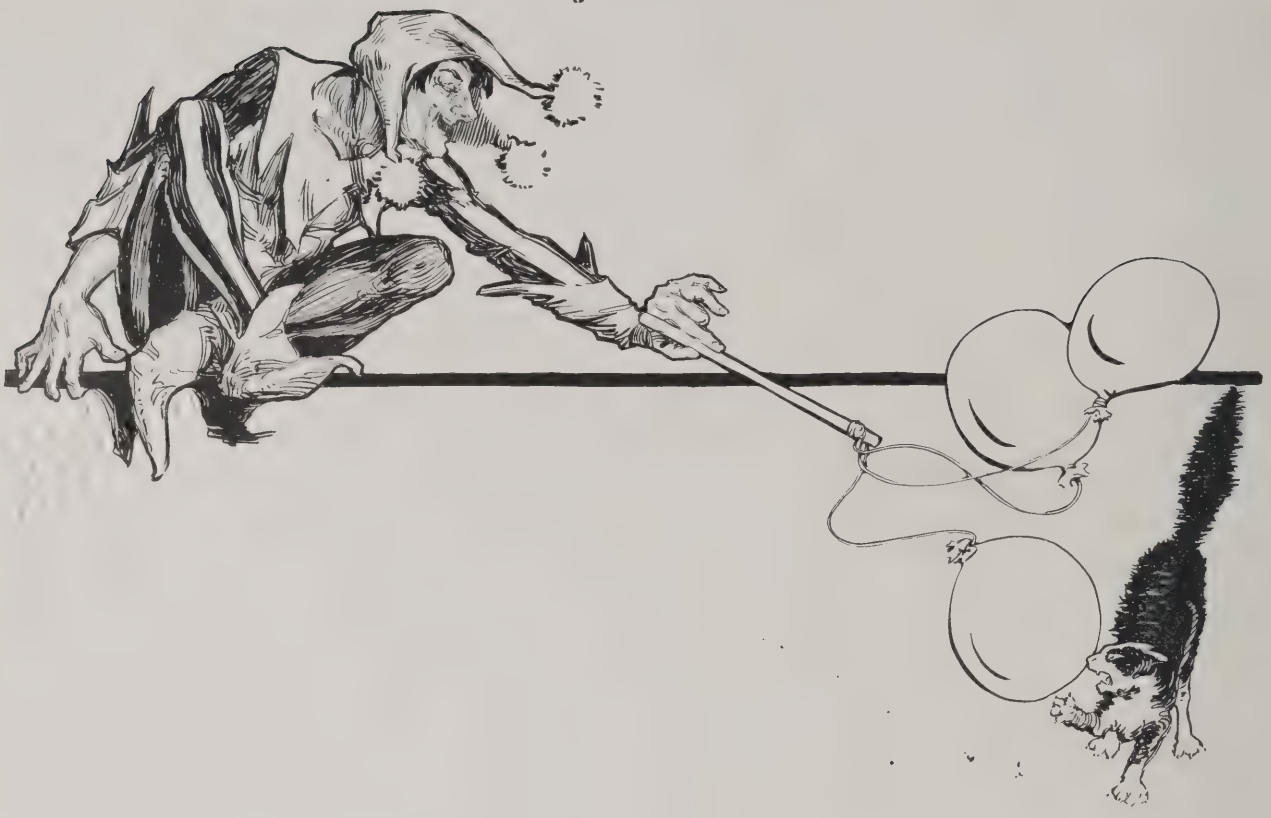
We would like an opportunity to demonstrate the value of BUTLER SERVICE to you, if you are not already enjoying it.

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co.	Milwaukee, Wisconsin
Interstate Paper Co.	Kansas City, Missouri
Southwestern Paper Co.	Dallas, Texas
Southwestern Paper Co.	Houston, Texas
Pacific Coast Paper Co.	San Francisco, California
Sierra Paper Co.	Los Angeles, California
Oakland Paper Co.	Oakland, California
Central Michigan Paper Co.	Grand Rapids, Michigan
Mutual Paper Co.	Seattle, Washington
American Type Founders Co.	Spokane, Washington
American Type Founders Co.	Vancouver, British Columbia
National Paper & Type Co. (Export only)	New York City
National Paper & Type Co.	City of Mexico, Mexico
National Paper & Type Co.	City of Monterey, Mexico
National Paper & Type Co.	Havana, Cuba

J. W. BUTLER PAPER COMPANY

Established 1844 CHICAGO



WHETHER the purchase of illustrations and engravings is a source of satisfaction and profit or an annoyance resulting in your loss, depends altogether upon your engraver's organization and equipment and his conception of "Service."

Barnes-Crosby Company has a very clear understanding of the printer's requirements, and in the making of printing plates pays particular attention to the following details: **Correct sizes; clean, deep etchings; blocks trimmed perfectly true and mounted exactly type high; prompt delivery.**

We make a specialty of two, three and four color process plates. These plates are made by the latest improved methods and are delivered with consecutive proofs, showing the names and numbers of the inks used. All guess work is eliminated.

Thus in combining artistic reproduction qualities with mechanical perfection, we offer a distinct service to printers.

Barnes-Crosby Company **co-operates** with printers, but **does not compete** with them.

DAY AND NIGHT SERVICE

Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalog Plate Makers

Complete Manufacturing and Engraving Plants

Madison and Franklin Streets, Chicago **Eleventh and Locust Streets, St. Louis**

Branch Offices and Art Departments:

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MILWAUKEE DETROIT ATLANTA INDIANAPOLIS SAN ANTONIO DALLAS

MODEL 10 LINOTYPE

MODEL 10 LINOTYPE

$2,250

This machine is offered to meet the requirements of weekly newspapers for a high grade composing machine at a moderate price.

Uses Standard Linotype Matrices

Matter may be set in faces 5 point to 11 point in size, either solid or leaded, on bodies from 5 point to 14 point inclusive, in measures from 4 to 30 ems.

The reasonable price and liberal terms on which the Model 10 Linotype is sold places it within the reach of every office having need of a composing machine.

Write to our nearest agency for full details as to terms of payment.

The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO:
1100 South Wabash Ave.

SAN FRANCISCO:
638-646 Sacramento St.

NEW ORLEANS:
549 Baronne St.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany.

BUENOS AIRES: Hoffmann & Stocker
RIO JANEIRO: Emile Lambert
PORTO ALEGRE (Brazil): Edwards, Cooper & Co.
HAVANA: Francisco Arredondo
SANTIAGO (Chile): Enrique Davis.

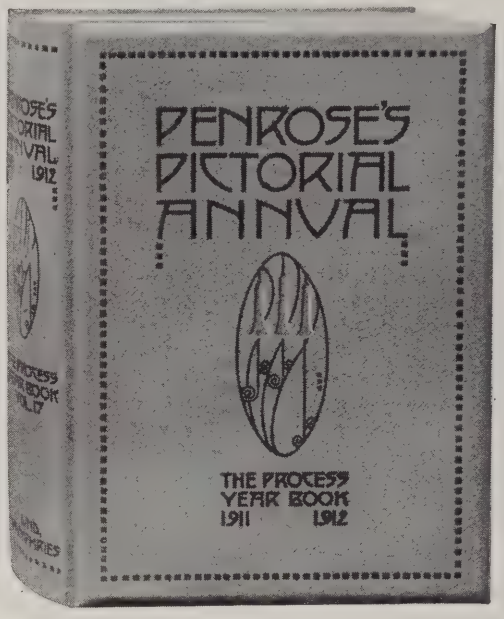
MELBOURNE, SYDNEY, N.S.W., WELLINGTON, MEXICO CITY — Parsons Trading Company

TOKIO: Teijiro Kurosawa

NOW READY.—17th YEAR. 1911-12.

The American Edition is Limited. Order Today and Avoid Disappointment

A comprehensive survey of the year's progress in graphic arts, showing the present perfection of reproduction methods by hundreds of selected examples contributed by the principal reproduction firms of the United States, Great Britain, Germany, France, Australia and other countries.



PENROSE'S PICTORIAL ANNUAL

THE PROCESS YEAR BOOK, 1911-12

EDITED BY WILLIAM GAMBLE

¶ The new volume here announced will be found to be more interesting in illustration and text than any preceding volume. The frontispiece is an example of Rembrandt Photogravure There are several inserts by various offset photo-litho methods; four five-color prints; eight supplements in four colors; fifteen inserts in three colors; and one hundred and six full-page supplements in one and two colors. Also several hundred smaller illustrations selected for their special interest or beauty.

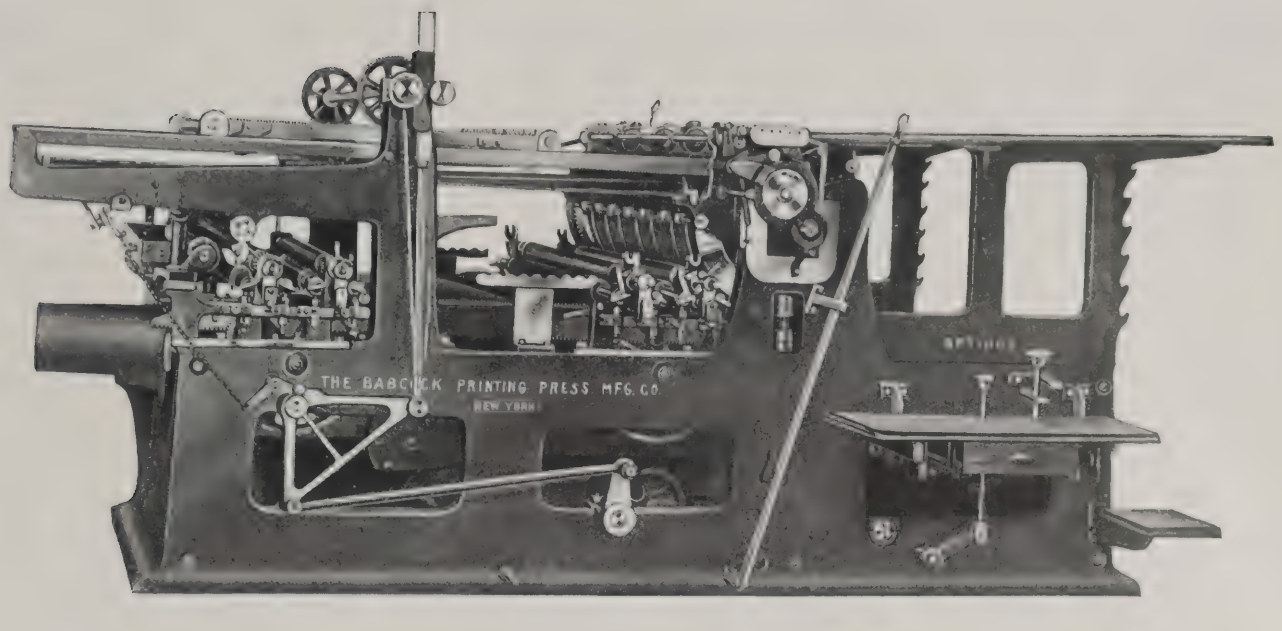
¶ The text comprises about sixty practical papers dealing with topics of special interest to process workers and illustrators, written by well-known authorities in the different branches.

A BOOK OF SURPASSING INTEREST AND INSPIRATION TO EVERYONE ENGAGED IN PROCESS AND ILLUSTRATION WORK

About 300 pages (200 pages text); 7½ x 10 x 1½ inches; printed on art paper; strongly and handsomely bound in dark green leather cloth with designed cover by Dade Hunter.

Price $2.50, carefully packed, express prepaid

TENNANT & WARD, AMERICAN AGENTS
122 EAST 25TH STREET, NEW YORK CITY



THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 33 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS. KANSAS CITY. OMAHA. ST. PAUL. SEATTLE. DALLAS. WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

The Babcock Optimus

The Babcock Optimus

Six stiff tracks under impression are reasons why the Optimus does not gutter. Superabundant strength here and elsewhere prevents this weakness. There is as much potency in the way of its use as in the material itself.

A cylinder can be made strong enough. Support for the bed is the problem. Because we have the space others lack we put into the Optimus the heaviest and strongest impression girt in use, and on this patented tracks better calculated to enforce and maintain rigidity than any others. The massive girt and the tracks, with details of construction designed to render all supremely strong, give a sturdy six-track bed support without equal in rigidity.

Equality of bearing of the bed on the tracks is vitally necessary. The usual practice is four tracks each as long as the travel of the bed. There is no way to accurately adjust these for wear. The inside tracks wear most and quickest. A true bearing for the bed across four tracks of uneven surfaces is impossible. Guttering follows, with damaged forms and defective work. Weakness elsewhere magnifies the fault.

All Optimus presses, except ponies, have six-tracks under impression line—two long roller tracks and four wheel tracks. Each wheel track has three five-inch wheels, each wheel almost instantly adjustable. The two long tracks are more quickly and effectively corrected than if they were a part of a four-track device. Equality of bed bearing is readily maintained.

The wheel track is far more durable than the same length of roller track, and retains adjustment longer. The wheels have three times the wearing surface of a straight track as long as their diameters. Three wheels five inches in diameter are equivalent to a track four feet long. Four feet of straight track cannot be compressed under impression line; but it is possible to place at this point of intense strain a track of wheels having four feet of track surface on their circumferences. The advantage of wheels always has been recognized by press builders; the difficulty has been lack of accurate adjustment. Our patented device has positively and simply accomplished this.

The track steel is of our own special analysis, a high grade quality giving stubborn resistance to wear. The wheels are hardened steel, ground to perfect surfaces. Tracks and wheels last the full life of the press.

The Optimus has greatest strength. It does not gutter. It will satisfy the exacting man. If his work is heavy it is the only one that will. For the same reason it endures.

SET IN AUTHORS ROMAN

THE ADVERTISERS CYCLOPEDIA OF SELLING PHRASES

The only complete ready reference for writing ads—for merchants, manufacturers and advertising men for every trade in every season.

1360 Pages

EVERY MAN WHO WRITES AN AD NEEDS THIS BOOK EVERY HOUR OF THE DAY

$15.00 The Copy

30 DAYS AND NO MORE

THE BIGGEST COMBINATION EVER PRINTED

RETAIL ADVERTISING TRADE BOOKS

That give you strong practical material for writing ads in your particular line of business. Reproductions of striking display ads, selling phrases, store talks—the best advertising manuals ever written on

- Financial Advertising
- Jeweler's Advertising
- Grocer's Advertising
- Hardware Advertising
- Footwear Advertising
- Tobacconist Advertising
- Men's-wear Advertising
- Coal Dealer's Advertising
- House Furnishing Advertising
- Bakery and Confectionery Advertising

$2.00 The Copy

Every Business
Every Trade
Every Line in
Every Issue

When You Want to—

write an ad
start a sale
dress a winnow
get up a circular
lay out a display ad
send out form letters
build up a mailing list
arrange a mail order plan
know just what or when or how to advertise and build your business

You Will Want—

BRAINS

The only weekly in the world of, by and for the retail advertiser.

FIVE DOLLARS THE YEAR

AGENTS WANTED WRITE FOR GOOD TERRITORY NOW

Tear off along this line

Brains Corporation
Scranton, Pa.

Let me have your 30 Day Offer for BRAINS and your Retail Advertising Trade Books together with prospectus of your Cyclopedia.

Name .....
Address .....
City .....
State .....
Business .....

Favor yourself, the advertiser and BRAINS by mentioning it in writing to advertisers

Brains, Edited by Harry Alber Woodworth, Scranton, Pa.

Lanston Monotype Machine Co.
Philadelphia

Adding a *Fish* to a *Dog* Doesn't Make a DOGFISH

And, similarly, the addition of a type-casting machine to a slug composing machine doesn't produce a Monotype.

The *only* machine that is *both* a type caster and a type setter is the Monotype.

It takes *two* machines of any other make to do the same work that one Monotype does and even at that, the "quality" argument would still be with the Monotype.

Let the experiments go on. Newspaper publishers and printers generally are discovering every day that

"The Monotype Way
Is the *Better* Way"

Four more newspapers, so far this month, have adopted the Monotype exclusively, discarding slug machines entirely.

Lanston Monotype Machine Co.
Philadelphia

319

This advertisement shows Monotype faces and borders

H·D·
INK

WE APPRECIATE THE NECESSITY OF PROMPT AND GOOD SERVICE

WILL OPEN FOR YOU

THE
QUEEN CITY
PRINTING
INK
COMPANY

Cincinnati
Boston
Chicago
Philadelphia
Rochester
Kansas City
Minneapolis
Dallas
Detroit

ESTABLISHED

1860

THE QUEEN CITY PRINTING INK CO.

CINCINNATI CHICAGO BOSTON
PHILADELPHIA KANSAS CITY
MINNEAPOLIS DALLAS ROCHESTER
DETROIT

RED 6810
BLACK 6600

QUEEN CITY READY TO MIX GOLD INK

WILL SAVE YOU A PRETTY PENNY AS AGAINST THE COST OF BRONZING

QUEEN CITY
GOLD INK
READY TO MIX
VARNISH
PERMITS PRESSMEN TO PREPARE EXACT AMOUNT REQUIRED FOR THE DAYS RUN.
PRACTICAL & ECONOMICAL
BY USING READY TO MIX GOLD INKS YOU AVOID THE ANNOYANCE OF DRYING SKINNING AND SETTLING SO PREVALENT IN THE MANUFACTURED GOLD INKS.
THE QUEEN CITY PRINTING INK Co.

ABSOLUTE PROOF

OF THE VALUE AND NEED OF

THE GRAPHIC ARTS YEAR BOOK

To the Progressive PRINTER and Allied Craftsman
is the demand which he is making for it

Denver, Colorado — September, 6-9, 1911

We, the undersigned, hereby subscribe for the number of copies of the Graphic Arts Year Book set opposite our names, of Vol. V. 1191.

Name	Address	No. of copies
L. C. Gandy,	The Printing Art, Cambridge, Mass.	1
Wood & Nathan Co.,	Madison Avenue, N. Y.	1
Texas Printing Co.,	Fort Worth, Texas	1
Williamson Haff	enver, Colo.	1
J. Stearns Cush	Mass.,	one set
Berwick Smith C	rwood, Mass.	1
E. Fleming & Co.	rwood, Mass.	1
The Cargill Co.	apids, Mich.	1
Smith-Brooks Pt	enver, Colo.	1
Rinaldi Ptg. Co	Tampa, Fla.	1
John A. Morgan	hicago, Ill.	1
Riverside Ptg.	waukee, Wis.	1
Brandas Ptg. Co	Orleans, La.	1
Courier-Journal	isville, Ky.	1
National Ptg. C	Omaha, Neb.	1
Good Health Pub	Creek, Mich.	1
Brown Ptg. Co.,	Peoria, Ill.	1
The Washington	okane, Wash.	1
S. C. Toof Co.,	mphis, Tenn.	1
Hathaway Bros.,	delphia, Pa.	1
W. M. June, Syr	acuse, N. Y.	1
Fred E. Johnson	allas, Texas	1

Norwood, Mass., November 7, 1911.
Graphic Arts Year Book, Hamilton, Ohio.
Mr. W. L. Tobey, Editor,

Dear Sir: I do not know when I have been so thoroughly interested and fascinated in specimens of fine printing and bookmaking as I have in the Graphic Arts and Crafts Year Book, of which I have received the first four volumes. I have not yet been able to give them as thorough an examination as I intend to later, but, from what I have seen, I am impressed with the fact that they are practically a post-graduate course in fine printing, and should be in the hands of every printer, platemaker, engraver, lithographer in the country, in fact, they would be extremely useful to anyone who is directly or indirectly interested in printing or bookmaking.

The excellent descriptive articles, the beautifully printed pictures, and the great fund of useful information which they contain are a complete printers library to anyone who possesses them. I look forward to many interesting and instructive hours in reading the articles and studying the results attained and displayed in their pages. I think I can epitomize my impressions of these books by simply repeating that they seem to me a post-graduate course in fine art printing and engraving.

Wishing you every success in your effort to instruct the printing public, I am

Very truly yours,
J. STEARNS CUSHING.

IT WILL PAY TO TURN THIS PAGE

INCREASE YOUR EFFICIENCY

THE GRAPHIC ARTS YEAR BOOK for 1911, is arranged in departments, each one of the ten taking up in detail some phase in the printing, engraving or allied industry, where there has been notable development or progress. This will be easily accessible, and as a text book, will undoubtedly lead to better production of printed matter. Each department is edited by an authority, and is as follows:

I. INTRODUCTION

Henry Lewis Johnson, Boston, Mass.

This department will cover the entire field, reciting carefully the newest developments in the Allied Industries.

II. PHOTO-ENGRAVING

E. W. Houser, Pres. Nat'l Eng. Ass'n.

Articles giving detailed exposition of progress in new screens; photographic work with artificial light, photographic on metal, and machine etching.

III. ELECTROTYPING

Henry L. Bullen, Librarian American Typographic Library and Museum

A concise statement of lead-moulding, steel-facing processes, and introduction of the use of aluminum.

IV. PROCESS COLOR-WORK

Ray Brown, Art Director of Butterick Publishing Co.

Taking up new processes in color separation methods, simultaneous color printing on two, three and four color presses.

V. LITHOGRAPHY

J. Albert Heppes, Mgr. Lithographic Dept., Andrew H. Kellogg Co., N. Y.

Showing increasing importance due to photographic and plate-making methods, together with offset printing. Will also include features in plate-making, transferring, and statement of offset printing equipment.

VI. RAPID PRINTING INTAGLIO PROCESS

Geo. S. Barlow, Specialist

Who introduced the process into this country.

Description of new machines made for this work; application of process on foreign newspapers and attempts in this country. Its use in post-cards, fine art and catalogue work.

VII. TYPOGRAPHY

Walter B. Gress, Art Director, Crowell Publishing Co., N. Y.

Description and exposition of new type faces, use and value, lay-out, design for various forms of printing.

VIII. PAPER

M. H. Grassly, Advertising Manager Paper Mills Co., Chicago

Influence of paper upon printing; new styles and stocks of papers will be shown and their value in relation to various uses described.

IX. INK

James A. Ullman, Sigmund Ullman Co., N. Y.

Description of new inks, their use and value in various grades illustrated work. Process inks, monotones, colors for typographic display, cover inks.

X. BINDING

Ralph Fletcher Seymour, Chicago

Taking up and describing new ideas in binding, valuable in book and catalogue work. Materials for covers: cloth and leather, and manufacturing methods in catalogue and book work.

Besides what is contained in these departments there will be a series of general articles by well known men, upon various subjects of vital importance to producers and buyers of printing. These are COST SYSTEM—a summary of results: THE BEN FRANKLIN MOVEMENT—by G. E. Wray: EFFICIENCY—by J. Horace McFarland: EDUCATIONAL MOVEMENTS—by John Cotton Dana: COMMERCIAL ILLUSTRATION—by Brainard Leroy Bates: BUILDING ERA—by Lee Crittenden: and GETTING TOGETHER IN ADVERTISING—by George W. Coleman.

Each of the ten departments will be illustrated by the best examples obtainable, but special exhibit forms will be shown in the section for that purpose, and will combine ink, paper, and design, with plate-making—being very practical matter. The special exhibit departments will be DESIGN or best features in book, catalogue and advertising work: TYPOGRAPHY—showing new faces: ADVERTISING DISPLAY—classifying best newspaper, magazine and technical advertising: ILLUSTRATION, PAPERS and INKS—one of the main features of the book; examples printed on various kinds of papers with different inks, showing results to be obtained from combinations.

USE YOUR PENCIL NOW

To The National Printer-Journalist, Chicago, Ill.

Please enter my (our) subscription for the 1911 edition of THE GRAPHIC ARTS YEAR BOOK, known as Vol. V., and forward by express to the following address:

_____

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Signed_____

400 pages, 8 x 10, bound in half-leather. Forwarded to all points in the United States and Canada by express or mail prepaid. Price $5.00. Foreign postage 80 cents extra to countries in the Postal Union.

The Duplex Junior

Flat-Bed Perfecting Press

WE are happy to announce that we are bringing out a very simple but very efficient Flat-Bed Perfecting Press especially designed for that class of newspapers whose circulation hardly justifies the installation of our well-known rapid Flat-Bed Perfector, but which is too large to be satisfactorily cared for on a hand-fed machine.

This press will embody the best features of our higher-priced machine, now familiar to publishers throughout the world, and will be constructed with the skill and superior knowledge of the requirements of flat-bed perfecting machines, acquired by more than twenty-five years of successful experience. The workmanship will be of the "DUPLEX QUALITY," now the recognized standard of excellence.

It will print either four, six or eight pages.

The speed will be about 4,000 per hour.

THE PRICE WILL BE $3,500

The Duplex Printing Press Company

Main Office and Works:
BATTLE CREEK, MICHIGAN

LONDON
Linotype & Machinery Ltd.
188 Fleet Street, E. C.

NEW YORK
World Building

PARIS
Linotype & Machinery Ltd.
10 Rue de Valois

General Agents for Canada: Miller & Richard

Manz Lead Mould Electrotypes

5c per sq. inch **50c minimum**

¶ Perfect reproductions of original halftone engravings or color type plates.

¶ The saving in "make-ready" time will more than offset the difference in price of electrotypes.

¶ They easily print 50 per cent more impressions than any other electrotype.

¶ The minutest detail is retained.

¶ If you have color plates to electrotype you cannot get them made *without* distortion by the wax mould process. We make this statement advisedly.

¶ Our Lead Mould Electrotypes are guaranteed to be perfect in register, in detail and in printing qualities.

MANZ ENGRAVING COMPANY

Sales Office: 22 W. Monroe Street
Between State and Dearborn

Plant:
4001 to 4003 E. Ravenswood Park

We can offer you special service in Linotype and Monotype composition at trade rates.
Correspond with us.

A GOOD STAPLING MACHINE

Is a Convenince and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE
PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *TheLadies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

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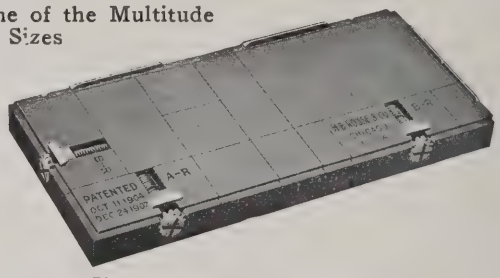
SAN FRANCISCO, 653 Battery St.
CHICAGO, 357 Dearborn St.
SEATTLE, 411 Occidental Ave.

The
Rouse Universal Block

Solves the Block Problem

THE SIMPLEST AND BEST SCHEME KNOWN FOR MOUNTING PLATES

One of the Multitude of Sizes



Size of Page—25 x 55 Ems.

You can make up **eight pages** like this in **five minutes!**

ASTONISHING RANGE OF SIZES

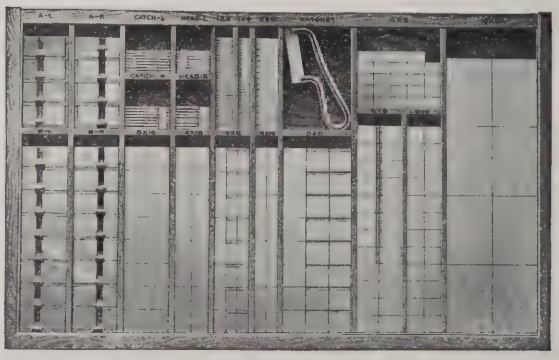
With a single set, costing only $55, you can make up eight pages into about **160 different sizes,** ranging from 17 x 25 up to and including 35 x 51 ems pica, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of two picas in either width or length, or both width and length.

BIG SAVING IN MAKE-READY, TOO!

The Hooks are extremely rapid, strongly made and simple in construction. The body is cast iron, the working parts steel. The jaw has a movement of five picas.

The Catches are made of brass and can not possibly work up on the press.

Bases of Iron. Point system—of course.



One Font Rouse Universal Blocks in Case (Cover removed)

Price, per set, including steel rachet and dust-proof Case that fits a printer's stand, only $55.

Don't waste any more time with out-of-date methods. Order at least one set to-day—**now.**

Sold by Dealers Everywhere

Made only by

H. B. ROUSE & CO.

2214-16 Ward Street, - CHICAGO

The Register Hook People.

The Miller Saw-Trimmer

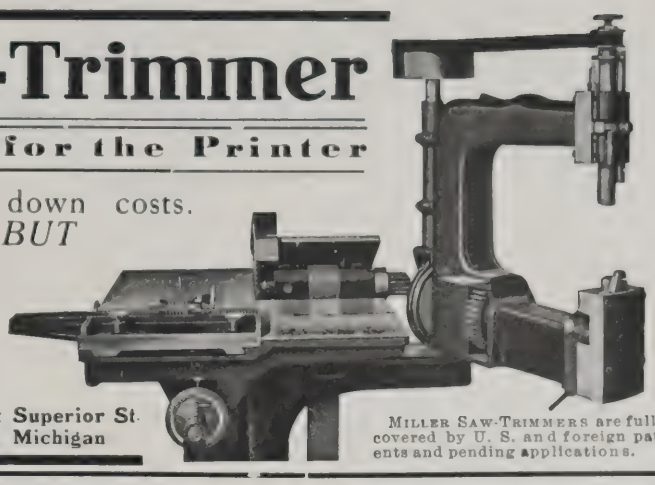
A Standardizing Machine for the Printer

Precision helps your foreman to cut down costs. *Decision* helps you to help your foreman—*BUT your Decision* must be for a *Precision* machine.

Write for new illustrated price list.

EASY TO OPERATE. EASY TO BUY. EASY TO PAY FOR

Miller Saw-Trimmer Co. 813 East Superior St. Alma, Michigan

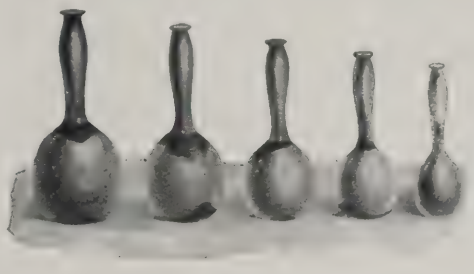


MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

The nerve necessary to refuse an unprofitable order is the printers' best safeguard, but the foresight which induces progressive printers to install modernized equipment which will turn unprofitable business into profitable business is what counts for progress and prosperity.

Such equipment is exemplified in the Hamilton line of WOOD GOODS, made from GOOD WOODS.



ROBINSON IMPROVED MALLETS—Showing comparative sizes

	SIZE OF BALL	LENGTH OVER ALL	LIST PRICES HICKORY	LIST PRICES LIGNUM-VITAE
No. 1	4½x4 in.	9½ inches	$1.00	$1.50
No. 2	3⅞x3½ in.	8¾ inches	.85	1.30
No. 3	3½x3¼ in.	8 inches	.70	1.10
No. 4	3⅛x2¾ in.	7⅜ inches	.60	.90
No. 5	2¾x2¼ in.	6¼ inches	.50	.70

The above list prices are subject o the usual mallet discount.

The Robinson Mallet always strikes a square blow

Something New in Mallets—The Robinson Improved Printers' Mallet

There is many a little printing-office accessory, the utility of which has become so manifest and the article so generally used, that the wonder is the idea did not suggest itself sooner.

This process will repeat itself in connection with the Robinson Improved Printers' Mallet, illustrations of which are shown on this sheet.

The hammer head of this mallet is oval or egg shaped A blow struck upon the planer is ALWAYS A SQUARE BLOW, a most important consideration when striking a proof. It is not possible to strike a glancing blow with this mallet. There are no sharp corners to wear away, split, or to mar the delicate type faces.

This mallet STANDS ON END when not in use and in correct position to be quickly and rapidly grasped by the make-up man at times when SECONDS COUNT in the make-ready.

The Robinson Improved Mallet is made in five sizes, of lignum-vitae and hickory. The best selected stock is used and the surface is smooth and polished, finished with shellac. Each single mallet is packed in a paper carton, properly labeled as to contents. These Improved Mallets are now ready for delivery and can be purchased through any of the supply houses. An order for a trial mallet will convince any printer of its superiority over other mallets after it has been put into use. These new style Improved Mallets should rapidly supersede all the old-style, clumsy, type-destroying mallets now in use.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

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Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans in thirty-two modernized composing-rooms in some of the leading printing plants in the United States.

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Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST

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Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

THE THINGS WE DO

DRAWINGS
of any description,
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PEN AND INK OR WASH.
FOR LETTERHEADS,
CATALOGS, COVERS,
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FROM BLUE PRINTS OR PENCIL SKETCHES.
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OR MORE COLORS, WOOD
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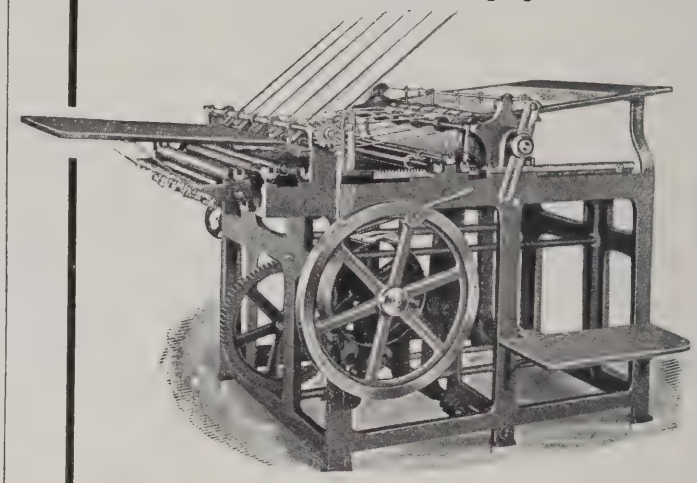
JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.

THIRTEEN MORE REASONS
Improved National
Six-Column Folio Newspaper Press



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More—Two color work,
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More—Fine half tones,
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More—Simple,
More—Of a guarantee,
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$400.00 Power and $425.00 Belt Power

Sold by All Dealers

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MURRAY MACHINERY CO., Mfrs.
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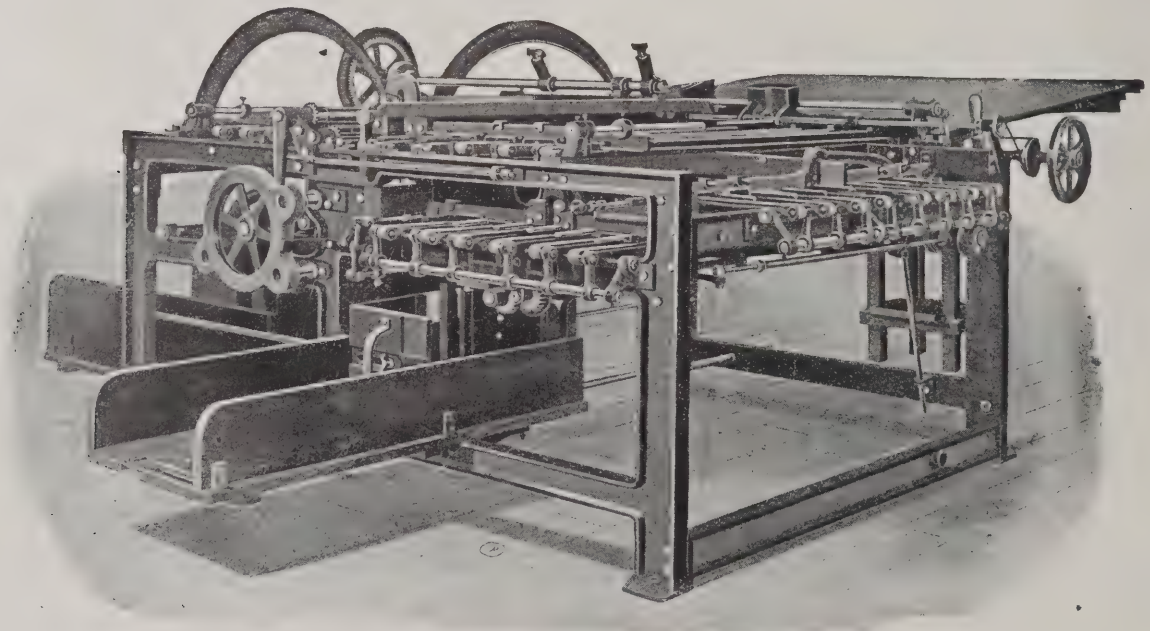

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Rebuilt Printing Machinery

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High Grade Job Printing Presses:

477 :: Pony Campbell, two revolution, front fly delivery, trip, speed 2000, bed 23x28 inches
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440 :: Campbell, two revolution, bed 32x36, front fly delivery, trip, table distribution
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441 :: Century, two rev., bed 26x34, trip, front delivery, high speed, modern job machine
457 :: Campbell, two revolution, bed 30x42, sheet 25x38, front delivery
385 :: Century, two revolution, bed 30x42, front sheet delivery, four form rollers, trip
476 :: Century, two revolution, bed 36x48, front fly delivery, trip, four form rollers
382 :: Century, two revolution, bed 39x52, front fly delivery, trip, four form rollers
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The above are strictly High Grade Job Machines, Rebuilt and guaranteed to do as good work as they ever did

Better get our list of "JOHNSONIZED MACHINERY," showing all the Presses in stock now including Presses for newspaper and poster printing

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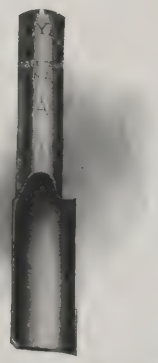

of Cutters that Cut—the kind that Royle makes, proves their superiority over cheaper imitations.

Write for circular.

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An indisputable record of production and labor is furnished by

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Record only actual impressions of press. Ask any printer's supply house or write us for details.

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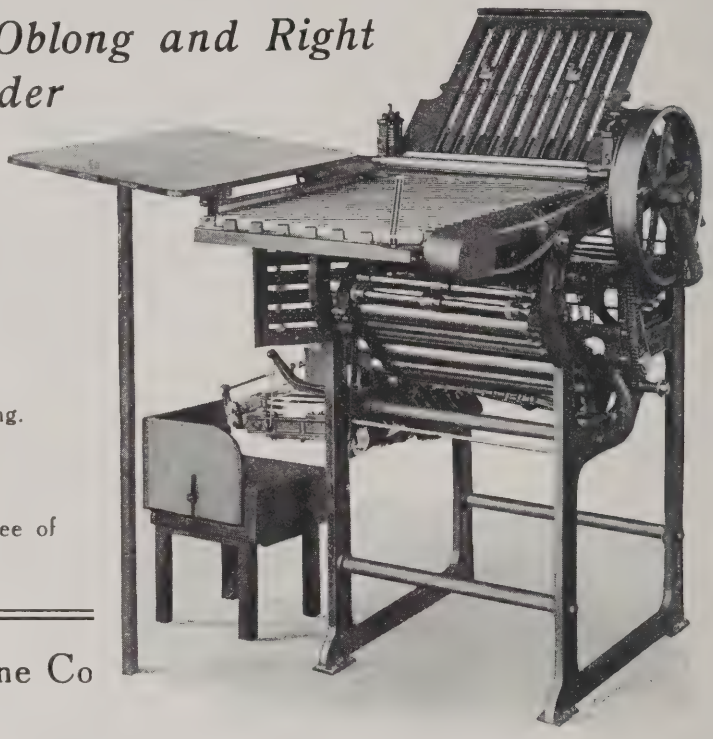

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"PERFECTION" WIRE STITCHING MACHINES

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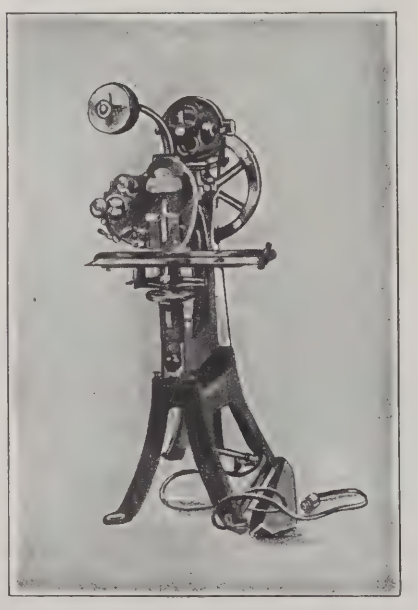

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The J. L. MORRISON CO., Inc.
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Door Open Exposing Working Parts and Wire of

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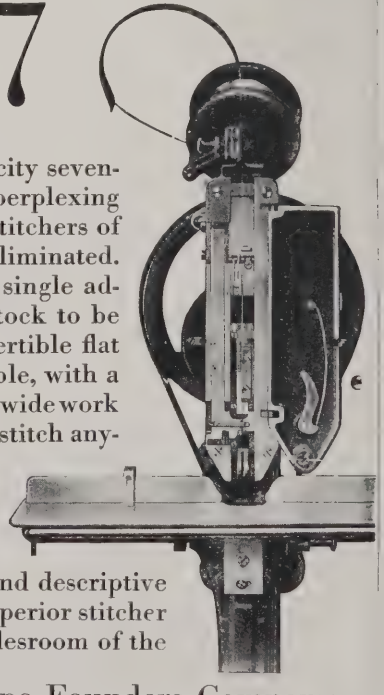


New Model; capacity seven-eighths inch. All perplexing features of other stitchers of large capacity are eliminated. Has the exclusive single adjustment to the stock to be stitched, the convertible flat or saddle work table, with a front extension for wide work and will perfectly stitch anything from a few sheets to its full capacity of seven-eighths of an inch.

For illustrated and descriptive circulars of this superior stitcher address nearest salesroom of the

American Type Founders Company
General Selling Agent

Set from the Bodoni Series

NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty | Chicago, January, 1912 | Number One

ANNUAL EDITIONS

The Muscatine (Iowa) Journal, Sioux Falls (S. D.) Daily Press, the La Salle (Ill.) Tribune and Others—Educative, Promotive, Entertaining and Profitable

TO give the news while it is new is the first mission of a newspaper. However, there is cumulative news or that which becomes news through completion or accomplishment. The different steps for the construction of a great building or the daily events of business and manufacturing, if important, may be given as news from day to day, yet the completion of a great structure or the record of a year may prove still more interesting and profitable news. The progress of a battle is news but the account of its completion and the victory won, with a review of the events leading up to the victory, is still greater news and more satisfyingly educative. The custom of issuing an annual edition of a newspaper, to summarize, and to record accomplishments, is natural and is in a very important sense necessary to the complete service of the newspaper, and while, with proper work, such issues may be made profitable, on account of the greater, more general and permanent interest therein to large groups of people and the direct service that can be rendered, such issue should be considered as a part of the regular newspaper routine. An Annual, as a rule, as to which there are reasonable and profitable exceptions, should be handled as a regular issue, only enlarged to accomodate the increased matter and the increased advertising. Especial effort should be made for completeness both in the reading matter proper and in the business annuoncements. The Annual number should cover every posible interest of the community represented and served by the publication, and matters of minor interest should not be neglected.

Muscatine, Iowa, Journal.

The Muscatine, Iowa, Journal, issued its annual edition in its Semi-Weekly, Saturday, Dec. 9th number. The columns of this issue show a wealth of resources and productions of Muscatine and the country contributary thereto that is marvelous, occupying the better part of sixty-four pages with the surprisingly complete record. The enumerated wonders in production of the land of Muscatine Island—now transformed into a peninsula by means of a dam and a great bridge over which is a street, known as Grandview Ave—reveals a richer mine of wealth—inexhaustible at that—than any gold or silver mine yet discovered. It is shown that to carry the products of the Muscatine Island soil, alone, during one year—the melons cabbages, sweet potatoes, tomatoes, garden truck and other fruits and vegetables—would require fifty trains of thirty cars each. We have noticed this especially, because in annual reviews of a city's growth the contributions of nearby gardens and orchards as sources of wealth are generally overlooked or neglected. The worthy object of this issue of the Muscatine Journal is evidently to induce the people to see, develop and believe in the advantages, resources and wealth near at hand rather than to seek opportunity in distant places or strange corners of the earth. Indeed, the paper declares this to be the object in view, and adds the following, which, with a change of names of the State, to suit different localities, could be wisely repeated by newspapers in thousands of cities all over the land:—

"If opportunity lurks in new lands, it abounds in Iowa. It is sometimes charged that the press of Iowa, in failing to record and review that which redounds to the state's credit and fame, has played its part in the exodus of Iowans drawn from their native heath by fair promises and rosy predictions.

"In a humble way it is the purpose of the few following pages to present a little of the activities of that portion of Iowa immediately contingent to Muscatine, to reflect its prosperity and its progress, and perhaps to give a hint here and there of the opportunities which await those who seek. Intensive farming has made acres once almost valueless now almost priceless, and all this at our very doorsteps. Scientific farming has brought prosperity and wealth to the residents of the farms and small country towns of this section. Modern improvements have introduced the most favorable living conditions into the farm home and the residences of the villages and towns

"Already industry, manufacturing, is making itself an important factor in the interests of the small places and the immediate markets of the farmer are thus being enlarged and improved. To show these things, to throw for

274312

a moment on the screen before the reader's eye a motion picture in print of the advantages of a typical Iowa section, is the purpose of the following pages."

It may be inferred from this, without stating, that all manufacturing, transportation and commercial matters are fully and most instructively covered, but religious, social and educational institutions are not overlooked. The article on schools indicates that there has been much development therein during the year and that in point of efficiency the public schools are second to none in a State that's celebrated for its thorough educational methods and facilities, and which is often spoken of as worthy, in this regard, of ranking with the State where Horace Mann did his great work for public education and of being called the Massachusetts of the West. That the course of training pursued holds the interest of the children and the youth is evidenced from the fact that the High Schools are over-crowded. The school books are handled by the Board of Education at a saving of hundreds of dollars; an able corps of teachers is employed, and they are kept at their work and made acquainted with each other, and with new and improved methods, by well conducted teacher's meetings. There are splendid musical and physical training departments. In the matter of musical and physical training, editors would do well to study the methods of the Muscatine Schools in order to help along these lines in their own cities or communities. Everything that is valuable and new in the education and development of children and youth is good, important and useful local matter for every up-to-date newspaper, no matter where published. The theory is all-around development with equal training of mind and body; the eye to see, the mind to consider, the organs of articulation, clearly, distinctly, fully to enunciate with understanding, feeling and expression; the hand to work, guided by knowledge and all the mental faculties. The theory, in practice, is based on the saying of Montaigne: "It is not a mind, not a body, that we have to educate, it is a child, of whom we are not to make two beings," or the old proverb as to education, coming down from the ancients, though so long and fearfully neglected: "A sound mind is a sound body"—mind and body co-ordinating to all-around, full perfect development, activity, perfect balance, healthfulness and accomplishment. But strength, adaptibility, and energy and accomplishing ability and activity of mind and body without the balance of religion, of recognizing duty to fellow-beings and to God as representing the source of love, benevolence and devotion, of human relations and mutual dependence, may, after all, prove only more powerful means or forces for wrong doing—destructive alike to the individual, to society, to public and private well-being and safety and to all Government.

The Muscatine Journal properly devotes a page to the clergy of the city, of which there are seen to be many able members, and other articles to the prominent churches and to the Y. M. C. A. Religious and altruistic work, as are movements for physical, material and commercial improvement, are equally well covered. One especially satisfying and interesting article is headed: "Conserving the Health of the Child, the Greatest Enterprise of the Year." The movement was for the establishing of proper play grounds, to be under proper direction for the children, and the Journal says, quoting from a member of the Civic Federation:

"Boyhood and girlhood must have vent in play—it is natural and right. The playground is one of the regenerating and uplifting forces of the community. The ordinary man, if he has a chance to live a decent life, will live it. If you want good men and women in the world, devote your efforts to a large degree in removing those obstacles which are in the way of decent, virtuous, wholesome life. On the playground the boy learns to be honorable and straight. He is down on the boy who cheats and is not fair.

Supervised Play.

"In supervised play only do boys learn best the double lesson of how to bear defeat and how to temper victory.

"They develop a spirit of co-operation and lay the foundation of a greater social cohesiveness later on.

"A system of public parks and playgrounds well managed is a glory to any city. The most beautiful sight on a playground today is to see a lot of children hard at play, where there is room to play and nobody cares if the grass grows or not."

Here is a fruitful field for cultivation, not once a year, but all the year round, by every newspaper. The product of good live local matter that it can be made to yield, by proper care and thought, is unbounded. The proper care and development of the children in play interests every home and every hamlet. There is much more in this Annual Edition of educative interest to newspaper workers, but there are others.

Sioux Falls, S. D., Daily Press.

Here is the Pictorial Industrial Edition of the Sioux Falls, S. D., Daily Press. It is gotten up in the form and of the size of page of the Ladies Home Journal and other weeklies of the order of the Saturday Evening Post, and is printed on book paper, and, as is implied in the name, is profusely illustrated. It is evidently intended for more permanent preservation and for reference and especially designed to illustrate the beauties of this magnificent little city. To us, its pages are a joy and a revelation. In earlier times, during the life of our blessed mother, at Pallisades, Minnehaha County, S. D., we visited Sioux Falls once every summer for a number of years. It was then a comparatively small village, and very few houses were to be seen along the road for sixteen miles over which we had to drive to the home of our parents. All this has changed. Sioux Falls has become a city beautiful, with manufacturing and mercantile establishments, schools and churches and elegant residences that would do credit to the largest municipalities. As a village, Sioux Falls was lovely; as a city it is enchantingly beautiful. After looking through this publication, it can not be wondered that the citizens of Sioux Falls are anxious to entertain the editors of the Nation, to show them all that nature has given and all that man has wrought, that they may enjoy the same and tell the story throughout the land. To properly review this special number, it would be necessary to reproduce the splendid half tone illustrations. The river and park scenes are excptionally attractiv, next in beauty are the schools, the public buildings and the churches. The business blocks are above the average of such structures in cities of the size, and some of the street views are especially fine. The houses are worthy of the refined, intelligent, progressive people. The "Press' says that the design of this publication "has been to present to the people of Sioux Falls and the State of South Dakota something that everybody will be proud of, and that this may prove true is the fondest hope of the publisher." The publisher has certainly realized his design and hope. The interior views of the "Press" office and portraits of the publisher, editors, managers and workers make up two charming pages, that give a complete view of a modern newspaper establishment with the great presses and all the appliances, with many engaged at work in their different departments.

The "Daily Press" employs the largest staff of any paper in the state, both in the Editorial and Business Departments and the local pay roll is $20,000 a year. Sioux Falls claims, for the size of the city, the best school system in the United States, and it has the new Commission form of Government and is well worthy of study on this and other accounts. Its population is 16,000 and of course, it possesses all modern improvements as to parks, trolley electric lines, etc., it has excellent water power and manufacturing facilities, is a wholesale distributing point, and last but not least, possesses first class newspapers and printing offices, and a wide-awake, progressive Commercial Club with the mission to help every worthy enterprise and answer all inquiries. The members of the National Editorial Association will be benefited by and delighted with a visit to the City and all the region thereabout.

The La Salle, Ill., Tribune.

The La Salle, Ill., "Tribune" got out its Twentieth Anniversary Souvenir Edition in the more permanent magazine form of the size of the National Printer-Journalist, with columns of like width, 20 ems. A good quality of book paper was used and there were 154 pages of reading matter and illustrations and thirty-eight pages of advertising in all, including those on the cover, which was of strong, high-quality, heavy paper of light yellow or fawn color. The book was substantially bound, and gotten up in a good, workmanlike manner and has a very neat and substantial appearance. The price charged was fifty cents a copy or seventy cents by mail, so that it made the publication entirely distinct from the paper.

W. T. Bedford is the publisher and this souvenir edition marked the twentieth anniversary under the present management. It is a most complete and elaborate work and is worthy of being permanently bound and preserved in every local, public and state library as an important historical document. While it is the twenty-fifth anniversary, it is the first edition in this form in La Salle County and, under the circumstances, was justified and, we judge, proved reasonably profitable, though it is doubtful whether so elaborate a book could be made profitable annually or at shorter periods than ten or twenty years. It is certainly an excellent advertisement for the paper and the twin cities, Peru and La Salle, covered thereby. At the beginning of this article, we stated that an annual, as a rule to which there were exceptions, should be handled as a part of a regular edition. This was stated with a view to economy and also for the benefit to the paper as to enterprise and public spirit, however, in the conveniences of the book form, for preservation and reference, there are strong reasons for following this style when practical. Provision should be made for the anniversary issue throughout the year and it should contain, among other things, a summary of all important news items, marriages, deaths, and so on; all things that readers will want to permanently preserve for reference.

The La Salle "Tribune" has a good deal of interesting early history, of La Salle and Peru, that is of a permanent value and will be read with interest and profit, as giving incidents of pioneer life, by people outside of those towns, and especially by former residents and their descendants wherever they may now be located. Portraits of some of the early settlers and of the old houses, suggest how great has been the change in the appearance of men and the styles of their dress and residences, even in the past three-quarters of a century. The illustrated description of the two cities, as they are today, with their industries and homes, makes a splendid showing and marks great progress. The Government of the cities, their education and culture, the industrial and High Schools, the school system, the places of worship with fine half tones of the excellent church buildings, the Bede's College, the City Hall, the manufacture of zinc, the Coal Mining Industry, the public library, the Western Clock Works, "The Illini Trail," devoted to transportation and travel facilities; the cement industry, the Twin City newspapers, public parks, places of amusement, banks, the practice of the Law, giving a history of the local bar; the attractive business houses, with portraits and short biographies of business men forming subjects of different chapters, all embellished with portraits and views, illustrate how thoroughly the fields of human life and employment are covered and suggest how much there is of real interest and instructive value to be interestingly written about every modern city and its activities and institutions.

The Carrollton, Ill., Patriot.

The genial, bachelor editor, Mr. Charles Bradshaw, of the Carrolton, Ill., "Patriot," does not show the usual page, or big basket, of fifty to a hundred babies on the first page of his Christmas number, this year. Instead, he reproduces a half-tone group of fifteen little folks, over the statement, "These were Santa's Carrolton friends fifteen years ago," adding the somewhat discouraging explanation: "In absence of a new crop this year, perhaps the above aggregation may interest you. Their own mothers will doubtless recognize them, but do you? Guess again. They are all grown up, several are married, others are university students, preparing for careers, and they are scattered from Massachusetts to California." Have the good women of Carrolton become less patriotic, after these years of encouragement, and complimentary publicity by the Patriot? Will it be necessary to reelect Col. Roosevelt to the Presidency, as the evangel of child bearing, in order that his strenuous teachings as to large families may be generally heeded? In all else except this one "crop," the "Patriot" shows its accustomed prosperity, enterprise and good will. It felicitates itself on a C. B. Cottrell & Sons printing press, and under a half tone illustration thereof, presents its readers with the following exegesis, with the press as the text and "Want to see the wheels go around?" as the interogatory subject:—

"Most people like to see things moving. There's a fascination in the sight and the hum of running machinery that attracts. It looks like thriving business. It has the sound of thriving business. Generally it means thriving business.

"Many years ago, before the printing press had any wheels to go' round, the lever of the old hand press was sometimes spoken of as the lever that moves the world. The press is a great deal more powerful to move the world now than it ever was before.

"One way in which this power has developed most remarkably is in advertising. The most successful merchants everywhere now admit that their success in business has been due to advertising in newspapers.

"Advertising is just as important a medium to connect the buyer and seller as are the transportation lines.

"Just as well stop the wheels from going 'round on the railroad lines as to stop the wheels of the printing press.

"Stop the wheels of the printing press and its power to produce advertising, and you make all business a game of 'blind man's buff;' and everybody 'it.' While the producer and consumer would be making a personal canvass to find each other, general stagnation would set in.

"There would be a heavy brake on the wheels of business progress if advertising should stop.

And the wheels of the press would have to stop, too, if advertising should cease."

The Seventeenth Postal Reunion of former residents of Greene County is an interesting and successful feature this year, as may be judged by the following editorial welcome to the feast:—

"It is a pleasure of no small proportion to preside at a banquet like this, where the table has to set diagonolly across Uncle Sam's big dining room, reaching from Washington state to Florida. It is the biggest honor that has ever been thrust upon the editor—that of toasmaser at such a feast. He is very much at loss for words befitting the occasion. It is well that the toastmaster is not expected to make much of a speech.

"All eyes at this banquet are turned toward the charming hostess, near the center of the table—Mother Greene—and the guests, with scarcely an exception, are tossing boquets at her. And they can well afford to do so, for has she not furnished the seed that has made many a dreary waste on the frontier to blossom as a rose garden?

"In response to the shower of boquets and to the compliments passed upon her well preserved face and figure, she says:—

"'Bless you, my children! I'm glad you are happy and prospering and making the best of your opportunities. Be loyal to your new homes, but come to see me whenever you can. I trust that, wherever you go, you will be a credit to your mother Greene.'

"Now isn't that little benediction worth a few posies from the flower garden of your memories?

"Some of the guests who are to 'speak' on this occasion object to the rule laid down by the toastmaster that if there is any 'boosting' at this banquet, it must be done only for Greene county. The more we think about it the more we like that rule. Of course, nearly all of you like the homes you now live in, and you are to be commended for being loyal to your present town, county and state. But this is an 'old home' affair, one of pleasant memories and reminiscences.

"This is the seventeenth annual gathering, and we are proud of the guests who have come and the feast that has been prepared."

To show what these Postal Reunions are worth we quote briefly from the first two letters printed therein:—

C. H. ELDRED.
Alva, Okla.

"Ik Marvel says "Thank God for Letters." No doubt many readers of the 'Patriot' think likewise and no few bless the editor of that good sheet for the opportunity of hearing from distant friends or remembered acquaintances.

"During my brief existence I have stood on the wave washed beach of the Gulf of Mexico; visited the shores of the great lakes where stands the second city in population of our Union and fourth in the world; have seen the sun rise in all his majesty from the turbulent Atlantic, and his last rays sink in the bosom of the tranquil Pacific; and after forty-four of the first years of my life spent in the vicinity of Carrollton, and thirty-one near Alva, Oklahoma, can truly say that either of these two places have no superior and few equals.

"Through the 'Patriot,' which I have read closely for nearly fifty years, I am kept fully posted about your fine churches, educational and public buildings, but few of which I have ever seen, having been away from there for over thirty years. I often think of your abundant supply of the purest water, drawn from the great spring, from which in an early day I quenched my thirst when going to Coonville, either to Coates' mill or to the farm now owned by D. D. Piersoin."

THOS. L. HUDSON.
Daytona Beach, Fla.

"Well, I certainly accept the invitation to a seat at the Greene County table,where I had such pleasant times seventy odd years ago. I hope to hear from a number of the older ones around the table.

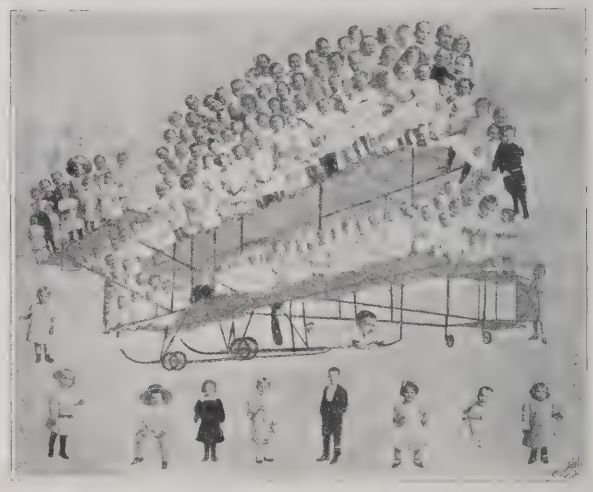
"I hardly know where to begin to be thankful that I ever went to Greene County. I found kind friends there who took me in and set a good pattern for me, and I shall ever be grateful for their kindness. I often go back and look over the scenes of my early days around Carrollton, Walnut Grove and Greenfield, where twenty-eight years were so pleasantly spent."

"How dear to the heart
"Are the scenes of our childhood
"When fond recollection presents them to view."

The "Patriot" always uses excellent quality of clear, pure white paper, abundance of Christmas matter and illustrations, and the advertising composition is excellent and the imprint strong and clear. Every page is a delight and it is a constant joy to look through the paper.

The Gallatin, Mo., Democrat.

"What the Carrollton "Patriot" lacks in a showing of babies this year, the Gallatin, Mo., "Democrat" fully supplies. Over one hundred are shown, wonderfully arranged



as passengers on an aeroplane, just ready for flight, with a boy of four or five years of age as aeronaut, and nine arranged on the ground in front. All look right at you from the first page, over the title "The "Democrat's" 1911 Reception Committee of over 100 watching for Santa Claus." The "Democrat" makes a specialty, in this great number of 48 great six-column pages, of letters of the little ones to Santa Claus. There are also a number of communications from former residents, a wealth of Christmas illustrations, and Christmas poetry and prose, all the news, and a wonderful number of Christmas announcements and advertisements, showing where all things, that can contribute to needs, comforts or joys, can be purchased to make glad the hearts of young and old.

We were raised a Methodist and during childhood and youth were frequently in the midst of the shoutings, though never finding expression in that manner, but we sometimes feel like shouting when looking through one of these Christmas editions, filled with all that art, literature, poetry, religion, and all workers with hands, hearts and brains have contributed to make glad the hearts of

mortals, to meet their needs and aspirations and glorify the old, old story of love, sacrifice, human redemption and salvation.

The Weekly Press, Christchurch, New Zealand.

Here is the "Christmas Annual" from far-away New Zealand. Former Holiday issues of this paper have been our delight for many years -"The Weekly Press" of the city that was, evidently, built around a church and named Christchurch. We have had occasion heretofore, to write of the high, artistic standard set by this paper that illustrates a land of the most beautiful and varied scenery in all the world. The scenery and native people in their

picturesque dress and abodes, lend themselves most delightfully to art. The old types of natives, however, are disappearing, but the new types, the children of the settlers from Great Britain have a new beauty all their own, doubtless in large part inherited from good English, Scotch, Welch and Irish ancestry, but, in large part. also, probably, coming from the new surroundings and the outdoor life of the people with abundance of pure, fresh air and healthful food, in this new, wonderful sea-girt land, fanned by salt-laden breezes; a land of hills, mountains, uplands, valleys and gorges; of pure springs, clear sparkling brooks, rivers waterfalls and spouting geysers; of bush and forests, of liberty and progres. The children occupy important places in the illustrations of this issue, and, as appropriate to the New Year as much as Christmas time, we reproduce an ideal page showing some of the little New Zealanders. There is an artistic cover of dark green stock, printed in light green, white, gold and black. The design shows a most enchanting view of a mountain-stream, valley, upland and a distant, snow-capped mountain. The cover is worthy of the contents. The special features of the larger illustrations are worthy of further note. There are expansive sea pieces, yachts, and majestic vessels in addition to the portraits and illustrations from photographs of "Happy Childhood" and animal life. There are two art supplements. One is a per fect reproduction of C. Haite's beautiful water-color, "The Old Campanile, Venice," one of the finest examples of this celebrated artist. It shows the Old Campanile of St. Mark's, which, owing to the subsidence of its foundations, fell a few years ago, after having been the delight of lovers of the beautiful for 573 years. The picture gives the bright sunshine and the richness of coloring which make the Square of St. Mark one of the most richly-colored scenes in the world. The second supplement shows a great panorama of the Southern Alps from the Hooker Range. New Zealanders are proud of their beautiful mountain scenery. So artistically has the picture been reproduced that in imagination one feels the cool mountain air and its revivifying effects.

The Mahanoy, Pa., Tribune.

From New Zealand to Pennsylvania is a long flight, even in this day of sixty miles an hour aeroplanes, but here is the "Tribune" from the thriving little city of coal and iron, with its population of 15,000 people, Mahanoy, in Schuylkill County, of the Key Stone State. The issue bears the date of Dec. 16th, and James H. Kirchener is editor. We like his practical Christmas editorial talk, and the year is not yet so old as to make the sentiments inapplicable to the present and may help revive lately formed New Year resolutions, and keep alive holiday pleasures and awaken happy recollections. We quote the closing pragraph:

"Christmas greetings are greetings of good will. How they soften hard hearts, purify base desires, sweeten bitter thoughts and make every deed purer and holier, every wish kind and tender. Let hearts expand, sympathies enlarge and good will reign. Let benedictions drop from lips, and substantial gifts fall from overflowing hands. Make cheerless homes radiant and hopeless hearts to thrill with unspeakable gladness. Forgive your enemies. Bury the past. Rise above the mean and petty resentments which you may have harbored against those who have not used you well. Be generous and get ready to start the new year with more kindly feelings and more noble ambitions."

This issue was principally remarkable for the large display of Christmas advertising. There was a good assortment of Christmas reading and the cover, in colors, presents an appropriate home-coming design.

"A PROUD POSSESSION" IN DAYS AGONE.

The New York Times, Times Square

Dec. 8, 1911.

Dear Mr. Herbert:—Many thanks for the little Christmas gift you send me. The case of rules would have been a proud possession when I was "sticking type" forty years ago.

With best wishes, I am,

Yours very truly.

ADOLPH S. OCHS

Michigan Round-up of Newspaper-Makers

Detroit, January 19th and 20th.

ONE of the most notable State Conventions of newspaper-makers in the history of the Republic has been arranged to meet in Detroit January 19th and 20th.

President James Schermerhorn, of the Michigan Press Association, who is known throughout the land, as a hustler as well as a strenuous advocate of honest, decent advertising, gives the following announcement, in his paper, the Detroit Times of December 1st, to which little could be added by way of attractiveness or completeness:—

"Michigan, what wilt thou have me do?"

This is the patriotic question the entire editorial fraternity of the state is going to ask itself within the hospitable portals of this city, Jan. 18 and 19.

They are going to do it under the generous prompting of the gracious hospitality of the Board of Commerce, that is always putting the same unselfish query up to fair Miss Detroit, with consequent fruitfulness of good works.

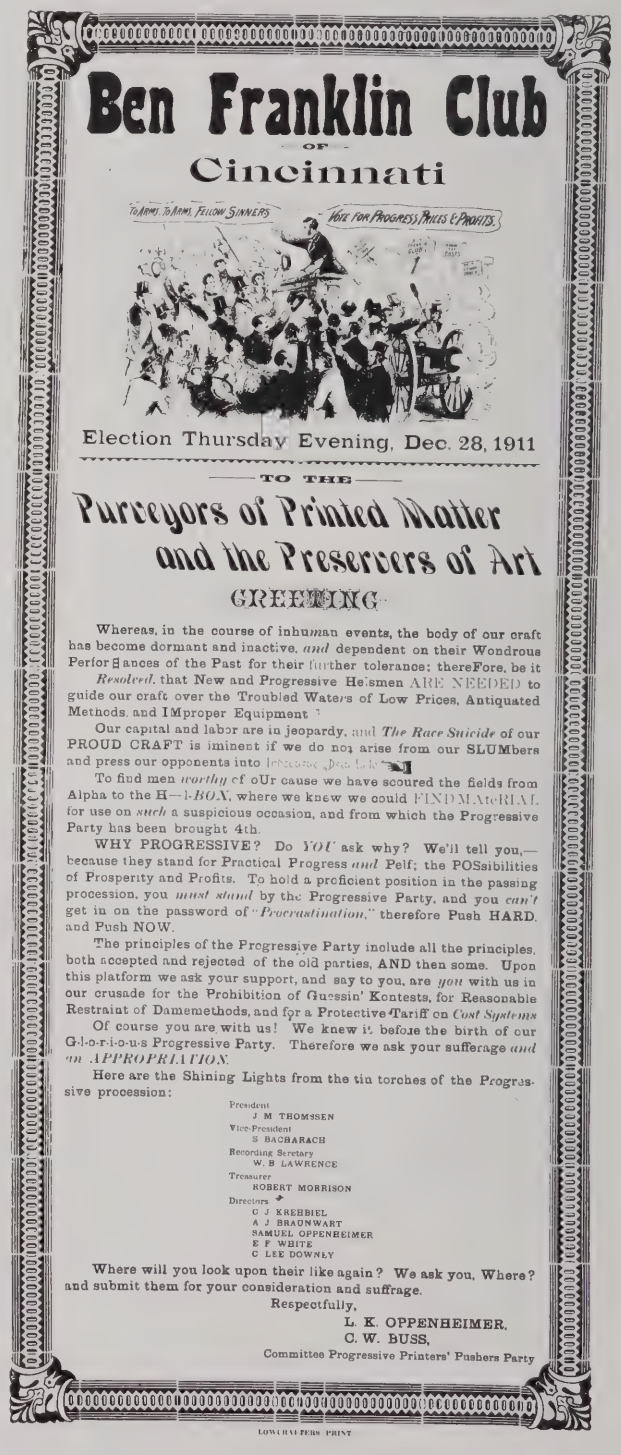
There will be a lot of inquiring opinion-molders here awaiting Michigan's reply if all who get a bid from Detroit's stirring commercial organization, come to town. These are the associations whose members will be invited to the editorial lovefeast: Michigan Press Association, Eastern Michigan Press Club, Western Michigan Press Club, Northeastern State Press Association, Michigan Republican Editorial Association, Lake Superior Press Association, and Michigan Woman's Press Association.

The idea of an editorial round-up grew out of the Michigan Press Association meeting in Port Huron last summer. President McRae, of the Board of Commerce, Michigan's most widely-known publisher, asked the association to come to Detroit for its winter meeting; President James Schermerhorn and Secretary H. A. Hopkins, of the M. P. A., thought that would be immense and suggested that the whole newspaper fraternity of the State be included, a proposal in which Mr. McRae heartily joined. The Eastern Michigan Press Club, which meets in Detroit in January every year, likewise expressed its concurrence in the plan, through President B. F. Browne and Secretary L. C. Cramton; so there will be real fraternity as well as patriotic fervor for the State in the foregathering.

With the theme of what an editor can do for his State in mind, President Schermerhorn has secured a notable list of speakers for the occasion. Gov. Woodrow Wilson, of New Jersey, will discuss the publisher's contribution to the general good; George W. Coleman, president of the Associated Advertising Clubs of America, will consider service to the State through publicity; Frank I. Cobb, editor of the New York World—a brilliant product of Michigan journalism—will speak on the late Joseph Pulitzer's news policy and his purpose in endowing a school of journalism; Joseph Mitchell Chapple, editor of the National Magazine, will treat of the country newspaper as a preparatory school of journalism, and Arthur H. Vandenberg, of the Grand Rapids Herald, will furnish all the State pride necessary for the occasion in the theme, "If you seek a glorious state to serve, look around you."

With the same idea of a dominant note for the two-day's rally, Secretary Crampton, of the Eastern Michigan Press Club, has secured the acceptances of a splendid group of speakers, as follows: James W. Helme, on "The Dairy Question in Michigan;" Henry E. Strait, on "Uniform Text Books;" George W. Welch on "The Food Industry of Michigan"; Milton A. McRae, on "Why Michigan needs an Agricultural Commission," and D. W. Grandon, subject not announced.

The Board of Commerce's hospitality is extended to the press visitors for one of its famous luncheons, probably in the Wayne Gardens, Thursday noon, Jan. 15, when Governor Woodrow Wilson will be the guest of honor; for a banquet on Thursday evening, at which Governor


Ben Franklin Club
OF
Cincinnati

Election Thursday Evening, Dec. 28, 1911

TO THE

Purveyors of Printed Matter and the Preservers of Art

GREETING

Whereas, in the course of inhuman events, the body of our craft has become dormant and inactive, *and* dependent on their Wondrous Performances of the Past for their further tolerance; thereFore, be it

Resolved, that New and Progressive Helmsmen ARE NEEDED to guide our craft over the Troubled Waters of Low Prices, Antiquated Methods, and IMproper Equipment.

Our capital and labor are in jeopardy, and *The Race Suicide* of our PROUD CRAFT is imminent if we do not arise from our SLUMbers and press our opponents into [illegible]

To find men *worthy* of oUr cause we have scoured the fields from Alpha to the H—l-*BOX*, where we knew we could FINDMAteRIAL for use on *such* a suspicious occasion, and from which the Progressive Party has been brought 4th.

WHY PROGRESSIVE? Do *YOU* ask why? We'll tell you,—because they stand for Practical Progress *and* Pelf; the POSsibilities of Prosperity and Profits. To hold a proficient position in the passing procession, you *must stand* by the Progressive Party, and you *can't* get in on the password of "*Procrastination*," therefore Push HARD, and Push NOW.

The principles of the Progressive Party include all the principles, both accepted and rejected of the old parties, AND then some. Upon this platform we ask your support, and say to you, are *you* with us in our crusade for the Prohibition of Guessin' Kontests, for Reasonable Restraint of Damemethods, and for a Protective Tariff on *Cost Systems*

Of course you are with us! We knew it before the birth of our G-l-o-r-i-o-u-s Progressive Party. Therefore we ask your sufferage *and an APPROPRIATION.*

Here are the Shining Lights from the tin torches of the Progressive procession:

President
J M THOMSSEN
Vice-President
S BACHARACH
Recording Secretary
W. B LAWRENCE
Treasurer
ROBERT MORRISON
Directors
C J KREHBIEL
A J BRAUNWART
SAMUEL OPPENHEIMER
E F WHITE
C LEE DOWNEY

Where will you look upon their like again? We ask you, Where? and submit them for your consideration and suffrage.

Respectfully,
L. K. OPPENHEIMER,
C. W. BUSS,
Committee Progressive Printers' Pushers Party

LOW CHARGES PRINT

Chase S. Osborn will preside; for an auto ride and luncheon at Belle Isle, Friday noon, Jan. 19th, and a theatre party on Friday evening.

The business sessions of the various associations will be sandwiched in between the larger social events. A feature of one of the gatherings will be awarding of The Detroit Times' three prizes in gold for the best editorials on "Remain in Michigan."

Upon one of the above dates it is planned to have an important meeting of the advertising men, under the auspices of the Adcraft Club, in honor of the presence of President Coleman, of the Associated Advertising Clubs of America, and ex-President S. C. Dobbs; all of which will make it a great week for the publishing and publicity folk of Michigan and Detroit.

There has been no such general round-up of the editorial fraternity in the State metropolis since 1888."

We give this in all its fullness, because we believe the same to be replete with suggestions, and a model in many ways, for other States; coming, too, at a time of the year when officers and members of different press organizations are casting about for methods and means to make their approaching annual conventions more successful and more useful to the calling and to the State as well as to the different communities, cities and counties served by the newspapers in all worthy enterprises and undertakings.

IDEAL CHARACTERISTICS OF A NEWSPAPER MAN.

In an editorial appreciative of the late W. S. Cappeller, an account of whose death was given in our December issue, Editor Hierstead gave the following as the endearing characteristics of the deceased, which portray the very highest endowments of a very worthy, successful, useful newspaper man who possesses the right ideals of his work and of the service due and demanded by the calling:—"It was Cappeller, the public-spirited citizen, proud of his home town, always ready to promote its interests and to give of his time, labor and resources for its advancement, who was endeared to Mansfield people. His cheery good nature, his optimism, his ever ready and willing response to calls for any worthy cause or charity, his intense humaneness, that was illustrated by his friendship for and assistance rendered to many a down and outer, will ever cause him to be held in grateful remembrance.

"Many a sedate business man of this date has kindly recollection of getting a start in life and acquiring something of basic commercial knowledge as newsboy, carrier, clerk or other employe of the founder of this paper. Thousands of children, many now grown to adult age will ever remember the joys of "News Outing" days, something that Mr. Cappeller provided for them fully as much with the view to contributing to their pleasure and happiness as to giving publicity and promotion to the paper and which notable events for the children of the city were only abandoned when the growth of the city, the army of NEWS readers and the merry troops of children had reached a magnitude that made it physically impossible to care for all.

"All these are the things that will be remembered of the subject of these lines for many years to come. Thy will be more lasting than inscriptions on monuments of granite or marble."

"To live in hearts we leave behind is not to die."

The pastor who officiated at Mr. Cappeller's funeral, bore the following testimony:—"Mr. Cappeller antedated my coming to Mansfield by about a year. I came with a letter of introduction to him from the veteran editor of the Sandusky Register. From then began an acquaintance which the years strengthened into neighborliness and friendship. We were not always of the same mind but our friendship was never strained. During all the years of a long pastorate, I always received at his hands fair, courteous and generous treatment. Two things I wish to note.

First, his impulsive generousity. Impulsively he would say sharp things—but as impulsively and generously he would take the edge off them. Impulsively he would support worthy causes so generously as to surprise you. It fell to my lot to "hold him up," as he used to say, for various non-denominational causes in which we were both interested. Promptly, without shifting or maneuvering for time he gave most substantial aid.

Second, his devotion. This is a large term and I do not presume to touch the manifold relations of it to his home or city or state or nation. I refer to his devotion to his mother. Nine years ago I stood in this house and conducted services over the remains of his mother. That mother was widowed when he was thirteen. Into each other's lives they grew with the years in mutual dependence and support, and so when death rent them asunder the son, himself touching the afternoon of life, sobbed and wept like an orphan.

After the service he came across the room and said, in substance, "You can never know what she has been to me. I have lost my main prop." And now he has followed her into eternity.

Friends we shall all ere long require the friendly and sympathetic service from others that we give to him today. Our sympathies today go out to his wife, the children, his co-laborers, young and old, to his neighbors and friends. May there not come comfort to one and all today and the rest of our days in the prayer so oft repeated by the late Justice Harlan that even his friends learned it by heart: "O Lord, keep us all the day long of this troublous life until the shadows lengthen and the evening comes and the noise of the busy world is hushed and the fever of life is over and our work is done. Then in thy mercy grant us safe lodging with holy rest and peace at the last. Amen, Lord Jesus, Amen."

MODERN NEWSPAPER MAKING DISCUSSED BY EDITORS.

A program which will include almost every field of newspaper work, has been arranged for the new all-university press club, just started at the University of Wisconsin. The club will meet every three weeks during the academic year.

The list of speakers with the titles of their addresses is as follows:

Richard Lloyd-Jones, editor of the Wisconsin State Journal, "Experiences of an Editor"; William Evjue, managing editor of the Wisconsin State Journal, "Getting Out Seven Editions a Day"; Paul J. Watrous, secretary of the State Industrial Commission, "Legislative Reporting"; Prof. E. A. Ross, of the university, "Some Remedies for Shaded News"; Claude M. Vail, editor of the Benton Advocate, "The Opportunities of the Country Weekly"; F. W. MacKenzie, editor of LaFollette's Weekly, "How the News is Sent Out from Washington"; and F. G. Holmes, business manager of La Follette's Weekly, "Handling Circulation."

The following officers were elected at the meeting of Chicago Ben Franklin Club, December 14, 1911:

President, J. J. Miller; Vice-President, J. W. Hastie; Treasurer, Julius C. Kirchner; Directors, W. J. Hartman, J. A. Singler, G. S. Thompson, T. F. Walton, E. F. Hamm, H. R. Grant, J. I. Oswald, W. H. Sleepeck, T. H. Faulkner,

Jimmy Edwards—Copy Chaser

By K. Van Keuren.

WATERBURY is a town containing some fifteen thousand souls, with a surrounding population, reached by means of electric cars of some eight thousand more making if my arithmetic be correct, twenty-three thousand in all. Now, for one newspaper to have a daily circulation of, say, eighteen or twenty thousand, would, in such a town, be an ideal condition of affairs, with easy money as a result therefrom, but where a possibility of that sort exists, one will usually find some extremely obnoxious individual, possessed of some crazy notion about doing things, starting up an opposition paper, thereby cutting down the pioneer's circulation like the mischief. Given just those conditions, war is on. And this is precisely what happened in dear old Waterbury—Waterbury the conservative, the fairly fossilized.

The "Sun" had shed its journalistic radiance every evening for twenty years upon Waterbury and its surrounding hamlets with a punctuality only equalled by its lack of news, and having an air about it, withal, which plainly indicated that it neither knew nor cared whether it was on time or interesting, but as its readers had long since ceased to look for any real news of the world upon its pages, perhaps they found all they had been taught to expect and were satisfied.

One day along in the early part of May every living individual within reach of Waterbury was informed, by means of flaming billboards, circular letters and gossip, most potent news spreader of them all, that upon the first day of June, the "Journal," a morning paper, would be for sale. And in the wake of all this publicity, floating as it were upon the waves of speculation and amazement, came Jimmie. His visiting cards informed one that he was "Mr. James Edwards," but for personal reasons I prefer to call him Jimmie.

Just how Jimmie came to be employed by the owners of the "Journal" as subscription, pardon me, I mean circulation manager, I have never been able to ascertain. But such was the case, and for the sake of getting more deeply into the true inwardness of this brief narration suffice it to say that when the first edition came off the press on the morning of June first, those directly interested had the job of mailing twenty-two hundred and fifty copies, all to paid in advance subscribers. So you can see that Jimmie was, or had been, on his job, And as the weeks went by more work was made for the mailing clerks and carriers, due to Jimmie's untiring efforts, though that is merely a figure of speech after all, for mornings, when he drifted into Adam's cigar store for a quiet chat and smoke, he often looked very tired. It was on the occasion of one of these visits that I learned of the intensity of the war that was being waged on the "Sun." "And," remarked Jimmie, "we're crawling up on 'em too, by ginger, man," and here he smote my knee with unnecessary force, "we'll beat 'em to a frazzle in a year's time."

"Jimmie," I remonstrated, "please do not quote Mr. Roosevelt. I lost money on the election last night, and besides I like you to be original;" where at my friend gave me a sly wink and vanished into the outer world.

II.

The same evening as I was preparing for bed, in walked Jimmie. His usually bright face was clouded, and a general air of despondency encircled him.

"Drug or pickpocket?" I inquired.

"Oh, it isn't money," he replied, in a manner very suggestive. Well, I'll admit sometimes I am a little slow, but then I didn't think it necessary for Jimmie to speak in just that fashion. And, referring to finances, I always notice one thing about Jimmie—when he calls upon you he prefers cigars, but 'cigarettes are easier to carry' as he explained it to me one day.

When he had lighted a good ten center he settled himslf in my morris chair and opened with:

"Well, Doc, I'm up against it."

"Morris chair?" I inetrrogated.

"Cut the cheap jokes, Doc."

"Lemon?" I returned, "pray proceed. I'm all attention."

"Well, you see," he resumed, "the Cohn people are the biggest advertisers in town—"

"Thought you were circulation booster, Jimmie."

"As I was about to remark," the even voice went on, "the Cohn people do not use any of our space."

"But, what—"

"And," continued James, silencing me with a look, "Dittson seems to be unable to convince the young idiot who handles that end for them, of the fact that the "Journal" is in existence. She—"

"But, Jimmie," I remonstrated.

"I said idiot, and also she," he went on. "It's a girl, you know, and Dittson can't budge her, and the old man has put it up to me," he finished. There being literally nothing to say, I said it. There are times when one can do a real friendly act by saying nothing and looking worse. Meanwhile Jimmie puffed hard on that ten cent cigar Burns gave me. The silence finally became unbearable, so by way of opening I asked Jimmie what his new title was.

"Damn copy chaser," he snorted.

"It'll look good on your cards," I ventured.

"See here, Doc, old man, you can josh all you like, but I'll tell you right here, it's no cinch. Why, man, I haven't spoken to a girl in three years."

"Deaf mute enjoy the show last night?" I asked, for I had seen Jimmie coming into the theatre with a young lady.

"I mean in a business way, you chump."

"O," I meekly murmured. Then a brilliant idea came to me. Why had I not thought of that before, I wondered. "Jimmie, it's easy, marry her," I blurted out, all in one breath. It was just as well I did say it all in one bunch for the remark my friend let loose took all the remaining breath away, so you see if I had not spoken just as I did I never would have been able to tell him the rest of my idea, for before I had recovered he had gone.

III.

Were it not for the fact that a friend of mine had studied stenography, and, through my exertions, obtained a position in Cohn's establishment, and therefore felt himself under obligations to me I would not be so situated as to be able to relate how Jimmie got his start on the road to success, via Cohn's advertising. You see, this friend of mine is of a naturally inquiring, not to say inquisitive, turn of mind, and not being very busy when Jimmie entered the office, and further, being effectually hidden by a screen, he transformed himself into a phonograph, so to speak. Here is the reproduction.

"Belle."

"Jimmie."

Then a sound which reminded one of those noises one hears in the park at night. But phonographs of the hu-

man variety, cavesdroppers, and even reporters, have a certain amount of decency in their make-up, consquently you'll have to imagine the next five minutes. Then continues the human phonograph:

"Kidlet, where is the idiot who places the trade tonic for these people?"

"I am advertising manager, ad writer, and all around handy maid for this establishment, dear," answered Miss Forrest sweetly.

"Holy mackerel," snorted Jimmie.

"Sinkers and coffee mostly, Jimmie," she gently corrected.

"Belle, I'msorry I called you an idiot. Of course you know that I didn't mean it," pleaded Jimmie, "but, Kidlet, it's me for part of this appropriation, or me for 'Street and Walker.'"

"Jimmie, meet me downstairs at five tonight."

IV.

Naturally, when my informant had stopped reading from his notes I fully expected to see Jimmie come in at any moment. But even though I waited until midnight for him he didn't show up, nor did I see him for a week. And when finally he came he was not the man I expected to see, for he still wore that down and out air. All the buoyancy seemed to have left him. I asked him why this was so.

"Well, you see, Doc, once down in New York I was engaged to be married to Miss Forrest. She's the advertising manager for Cohn's."

"The idiot?" I inquired.

"Shut up. She's the best, truest, most noble, conscientious and thoroughly all right little woman that ever read a proof," continued Jimmie, as though he was exploiting the points of superiority of his paper instead of a girl.

"Well, if she's all you claim for her, why can't you get in on the ground floor, take the ministerial elevator, and land on the heavenly roof of matrimony?" I asked, for it all seemed very simple to me. "Surely, Miss Forrest can give you what you want for your paper," I went on, "then you and she can make life's copy together, and be happy ever after."

"But," bewailed my sorrowing young friend, " she is too conscientious. She says that she doesn't see why she should advocate spending money for advertising in the morning paper with only eight thousand guaranteed circulation when the "Sun" reaches the same people every day but nearly twice as many more."

"Goin to marry her this time, Jim?" I asked.

"Well, you see, Doc, the other break was my fault and so she says that this is conditional."

"Upon what, may I ask?"

"My landing Cohn's for the 'Journal.'"

"Thunder," I exclaimed. "What are you going to do?"

"Both, by ginger; see if I don't."

V.

The following Sunday morning I met Jimmie. His naturally square chin seemed just a trifle squarer, and his eyes had acquired a determined gleam.

"In a destructive mood, Jimmie?" I inquired, handing him a cigar.

"No, Doc, decidedly productive. I ain't a copy chaser now."

"Barring the grammar, I am glad to hear it," I replied.

"Thanks," he dryly remarked. "You see, Doc, I put the whole matter to the chief, told him I wanted to make good all around, and he agreed with me that the only possible way was to boost the circulation."

"So you're on the job again, eh?" I queried.

"Yes," he answered, "but Mr. Cohn says that I won't be able to get the circulation up to that of the 'Sun.' But if I do he will do better by the 'Journal,' because if it gets that far he thinks it will go higher."

Just as I was about to express my opinion of Mr Cohn and his department store a large touring car came around the corner and I turned to watch it. As I stood there watching that machine I also noticed that several others were watching it ,too. Then, for the second time in a month an idea came to me. I entrusted Jimmie with my idea, but before I had fully explained all its beautiful details that young scamp was going like a race horse down the street.

The following morning the entire front page of the "Journal" was taken up with the announcement that a contest, to be participated in by all regular readers of the "Journal," for a handsome sixty horse power "Miracle" automobile, was to begin in a day or two. For full particulars read tomorrow morning's issue, etc.

It worked. In leaps and bounds the circulation of the "Journal" increased. And, as though fate held the balance, the circulation of the "Sun" as steadily decreased. People couldn't see the sense in taking two local papers a day, and as the "Journal" seemed to be gathering all the news and printing a good clean sheet the public literally jumped the "Sun," and bought the earlier edition of the day, the "Journal." Likewise,the advertisers. And likewise, Cohn.

VI.

Last night, Belle—I mean Mrs. Edwards told me that I was beginning to be a very good god-father because I had brought home to little Jimmie a wooly Teddy bear. Jimmie, senior, calls me the nurse but the youngster, Jimmie, junior, only laughs at me, the blessed little imp

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CHICAGO TYPOTHETAE BANQUET

A Notable banquet will be held by the Chicago Typothetae commemorating their twenty-fifth and the two hundred and sixth anniversary of the birth of Benjamin Franklin. It will be held in the Gold Room of the Congress Hotel, Wednesday evening, Jan. 17, 1912.

Invocation will be pronounced by the Rev. Frank. C Smith.

Mr. W. H. French will officiate as toastmaster.

The program will be remarkable by reason of the presence as speakers:

Mr. A. M. Glossbrenner, of Indianapolis, Ind.,, 1st Vice-President of the United Typothetae of America, who will speak on the Typothetae.

Hon. L. Y. Sherman, Ex-Lieut. Governor of the State of Illinois, whose subject will be "Franklin."

J. Horace McFarland, of Harrisburg, Pa., who will speak on "The Higher Education of Printers."

Mr. John U. Higginbotham will amuse and entertain with a discussion on the subject, "A Study on Types."

The program will also have other interesting and attractive features.

Eminent printers in and outside of Chicago and outside of the organization will be present, also many eminent Chicago citizens outside the printing trades. Officers and members of kindred organizations have been invited, and it is anticipated that the banquet will have a widely extended and beneficial influence on the future of the printing trades.

"New England Character"

THE true, ideal "New England Character" is good for all men everywhere, at all times, and the Griffith-Stillings Press, Boston, made a happy selection in choosing this name for their little monthly publication of wise things for all printers and business people everywhere. J. Eveleth Griffith is the publisher and fully maintains the reputation of his far-famed house for good printing. The editor is Thos. Drier, formerly of the Sheldon educational staff, special writer for Human Life," and editor of "Business Philosopher." The December issue is a precious gem of typographical beauty and treasured wisdom. Herewith we reproduce a front page, containing a broad, ennobling philosophy of true living that deserves to be printed on an illuminated card together with Justice Harlan's "Morning Prayer," also appearing in this issue, framed and hung over the desk of every editor and every printer and every business man in the land; we rather believe that every minister, teacher, and lawyer would be equally benefited thereby. If each and all would adopt and practise the philosophy and the rules of high, true living contained therein, at the beginning of the year 1912, a reform would be worked at once, that would usher in an era of true peace, prosperity, joyousness, and good will, and make every man noble and this earth a heaven of substantial, enduring harmony and goodness like to the Heaven above.

The Moral Leaven

TO dare, in a society such as ours, to disregard conventions that merely hamper life; to have done with useless and harmful luxury; to refuse to dedicate one's life to the accumulation of material things; to avoid all display dictated by selfish vanity; to cherish friendship rather than society, beauty and not adornment, reality and never appearance; to hold wealth as an obligation and all opportunity as duty; to seek only what is truly worth while and to seek that always with all one's might—that not only redeems one's own life, but contributes a moral leaven that helps, beyond our hopes, to lift the heavy and inert mass of society.—*Edward Howard Griggs*

The whole teaching of the little magazine is along the approved, practical lines of the highest modern ideals of cooperation, organization, mutual dependence and aid, loyalty and charity, high quality and efficiency, with men highly trained and earnest, honest, hopeful, kind, courteous, generous, cheerful, with will to do thoroughly and to achieve nobly and manfully—ever ready to help and ever recognizing the dependence of all upon each and each upon all and believing in a partnership of all humanity and that no one can expect or demand his own without respecting and guarding the good and the right of every other one and rendering full value or service; placing justice and righteousness and full performance above conventionality, precedent or mere compliance with technically legal requirements. The public to be supplied, the manufacturers or employers with capital with which to purchase machinery and supplies and hire workers and the laborers or employees are treated as copartners with equal rights that are respected and subserved—that financing, employment, administration and production all mean service entitled to proper reward whether the same be denominated as wages or profits, that must come from actual values or benefits rendered. The financier or administrator, the laborer or producer, and the salesmen are all partners and are all alike interested in efficiency and improved production, in the source of supplies; in the demand or market for their work or products; in the facilities for and rates of transportation, and the buyers are alike interested and must ever be considered and their rights guarded and always respected.

PAPERS WANT WISCONSIN TO FURNISH THEM EDITORS.

About forty students from the College of Agriculture of the University of Wisconsin attended the International Live Stock Exposition at Chicago. The trip was made not only by students interested in live stock but also those interested in agricultural journalism. The journalism students were addressed in Chicago by Joseph E. Wing, the well known writer for the Breeders Gazette. They visited the stock yards and one of the largest publishing houses in the world. So much interest has been developed in agricultural journalism that three times as many students are pursuing this course this year as heretofore. Publishers of farm papers all over the country are demanding college graduates for editorial positions. Many requests are received by the department of agricultural journalism of the university for writers and editors on farm papers.

"DONE MUCH GOOD."

Houston, Texas, Dec. 20, 1911.

Hon. B. B. Herbert, Chicago, Ill.

My dear Sir:—Although I have been out of the newspaper business for seven years, yet I have continued to take and to read the National Printer-Journalist with a degree of continuing interest.

I have kept in touch with many of my friends whom I formerly met at the Annual gathering of the National Editorial Association, and what was of peculiar pleasure I kept up with the distinguished, big-hearted, sweet-spirited editor who has been so faithful at his post of duty for twenty-four years.

Your work has done much good and has been highly appreciated by the fraternity.

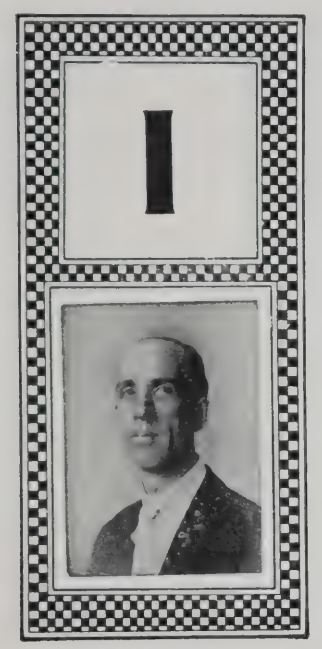
Now that you are about ready to launch out on the 25th year, I desire to offer congratulations on your past success and to wish for you even greater in the years to come. May your useful life be continued many years is the sincere wish of

Your friend,

J. W. N. BURKETT.

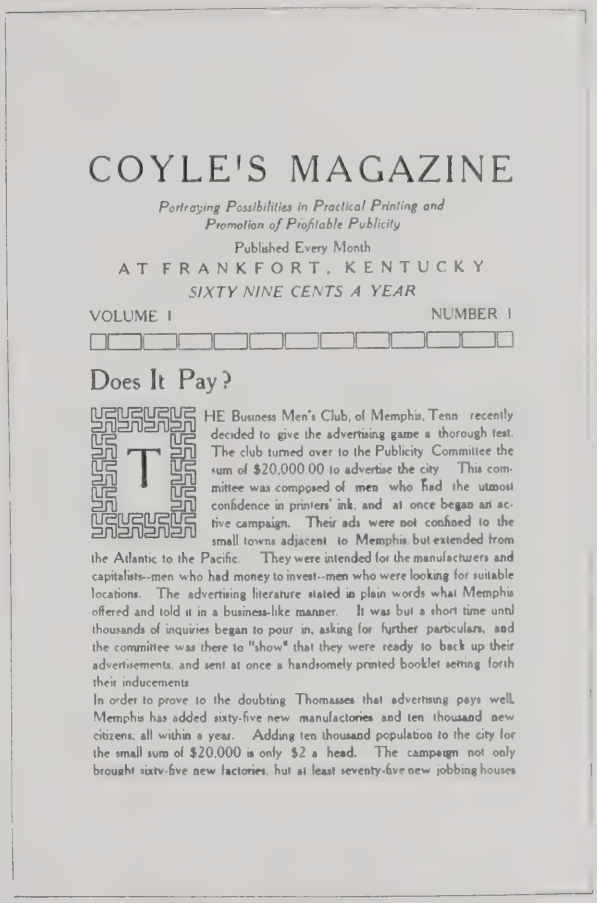
REVIEW OF JOB PRINTING

Address all communications to E. S. Hanson, 440 S. Dearborn St., Chicago, Ill.



IT is very difficult, if not absolutely impossible, to hit upon a color scheme which can be run without change on a wide variety of job printing. This was well illustrated in the color which was introduced in this department in the December issue. While I did not see the color after it got onto the press, or I should have vetoed it entirely, on some of the jobs it was very satisfactory; on others of them I think our readers will agree with me that it was not the thing to use. What I had in mind was a color which was very much more of an orange and very much less of a red. This would have been much more satisfactory, though I am free to confess that there was such a wide variation in the character of the specimens that it would have been practically impossible to hit upon one color which would be equally satisfactory in each case.

Following the writing of the above paragraph, the first specimen which I pick up for review is a color scheme somewhat akin to the idea I had in mind for my own department of last month. It is Vol. I., No. 1 of Coyle's Magazine. The name of Coyle is so well known that it is scarcely necessary to say that this is the house organ of the well-known printery at Frankfort, Ky. These people formerly got out an occasional publication of larger size under another name, but the present effort is much more to be commended. It has some very good matter, some of it original and other paragraphs clipped from various sources. The subscription price is designated as 69 cents a year, and life subscriptions are taken at $3.27. These life subscriptions are to be sold to the first fifty persons who apply, and it is specifically understood they are to be for the life of Coyle's Magazine and not the life of a subscriber.



COYLE'S MAGAZINE

Portraying Possibilities in Practical Printing and Promotion of Profitable Publicity

Published Every Month

AT FRANKFORT, KENTUCKY

SIXTY NINE CENTS A YEAR

VOLUME I NUMBER I

Does It Pay?

THE Business Men's Club, of Memphis, Tenn recently decided to give the advertising game a thorough test. The club turned over to the Publicity Committee the sum of $20,000.00 to advertise the city This committee was composed of men who had the utmost confidence in printers' ink, and at once began an active campaign. Their ads were not confined to the small towns adjacent to Memphis but extended from the Atlantic to the Pacific. They were intended for the manufacturers and capitalists--men who had money to invest--men who were looking for suitable locations. The advertising literature stated in plain words what Memphis offered and told it in a business-like manner. It was but a short time until thousands of inquiries began to pour in, asking for further particulars, and the committee was there to "show" that they were ready to back up their advertisements, and sent at once a handsomely printed booklet setting forth their inducements

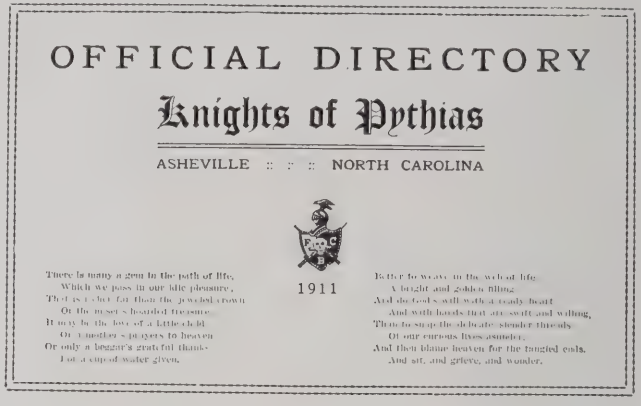
In order to prove to the doubting Thomasses that advertising pays well, Memphis has added sixty-five new manufactories and ten thousand new citizens, all within a year. Adding ten thousand population to the city for the small sum of $20,000 is only $2 a head. The campaign not only brought sixty-five new factories, but at least seventy-five new jobbing houses

At my request, Brother Copper has sent me a bunch of his "Copper Rivets" and some of the printed matter which he is getting out in connection with this syndicate service. This looks to me like the biggest value for the money that anyone can get in service of this kind, and I wish that newspapers throughout the country were getting it, up to the full limit of the list of publications to whom Mr. Copper desires to sell it. If these paragraphs were written for your paper individually they would cost a lot of money and would be worth it. But they are

worth just as much in syndicate form, for the chances are that not one of your readers will ever see them in any other publication but your own.

One of the best friends I have is a printer who recently went through bankruptcy. He is now in business again, in a smaller way. He has a less expensive location, and has eliminated many of the things which he formerly considered a necessity. And with the experience which he has had he is now going to succeed. He is watching his expenses more closely than any "watch-dog" ever guarded the national treasury. And in this he is of course assisted—benevolently and otherwise—by the supply dealers and paper houses, who are extending him a limited and cautious line of credit, and who are ready to jump down upon him with summary proceedings as soon as they think he is getting onto the danger line. Out of it all he is learning some things he did not know before, and among them is this: that he must choose his customers, so far as possible, with reference to their ability—and their natural willingness—to pay very promptly after their work is delivered. He does not, of course, refuse any reliable business; but he is not running after the small and struggling concern which is having hard work to meet its bills, nor yet the big and unwieldy concern, where a bill has to go through a large amount of red tape, and is likely to be sidetracked for days on each of several desks before it finally gets to the man who writes the checks. The big customer, and the "poor but honest" customer, are worth having, and are taken as they come; but such time as he can devote to the developing of new business he spends with prosperous men on the middle ground — men whose business is largely in their own hands, and who can be approached with a gentle reminder in times of special need. A big concern is an impersonal, unfeeling, almost impossible thing to which to appeal for money when one is in a hurry; and the little fellow, however good his intentions, may not have the ready bank account just at the critical time.

Howard C. Hull writes from Asheville, N. C., on the letterhead of the Red Rock Poultry Yards of which he is proprietor. This poultry business is a side line with him for the present, and has been for some time, but he writes that he may

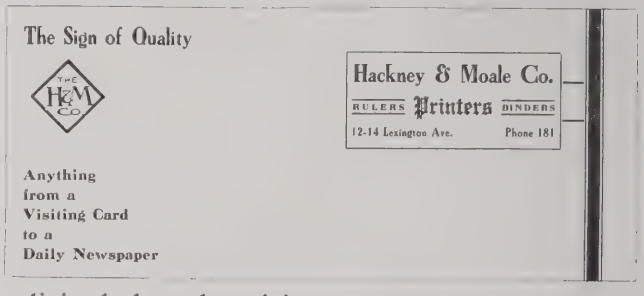

OFFICIAL DIRECTORY

Knights of Pythias

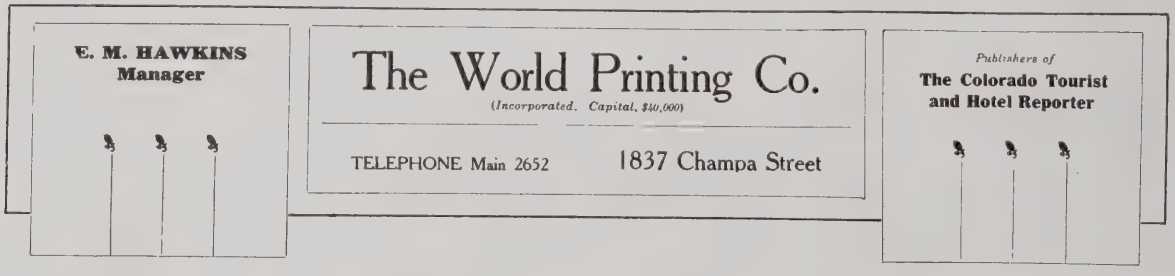
ASHEVILLE :: :: NORTH CAROLINA

1911

go into it eventually as his main "stunt" and get away from the shop for awhile; in which case the world will lose the services of one first-class art-printer. Mr. Hull sends a copy of an Official Directory, Knights of Pythias, for Asheville, about which he writes that he designed the book,

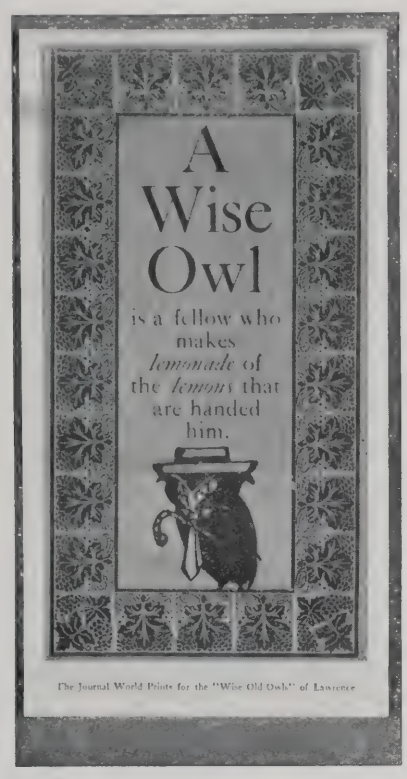

The Sign of Quality
THE H&M CO.
Hackney & Moale Co.
RULERS Printers BINDERS
12-14 Lexington Ave. Phone 181
Anything from a Visiting Card to a Daily Newspaper

solicited the advertising, set every line of type, locked all forms, collected the advertising bills, at the same time attending to his other duties as general foreman of a $35,000 plant, and did it at a time when the business manager was away on his vacation so that his time at the office was unusually full. The book does not show any evidence of hurry or carelessness, however, for which Mr. Hull is to be complimented. The inside pages are printed in two colors and the cover in three. Several other specimens accompany it, all of which are done in his usual first-class style. One of them is a little booklet containing comments on Mr. Hull's own work, which he



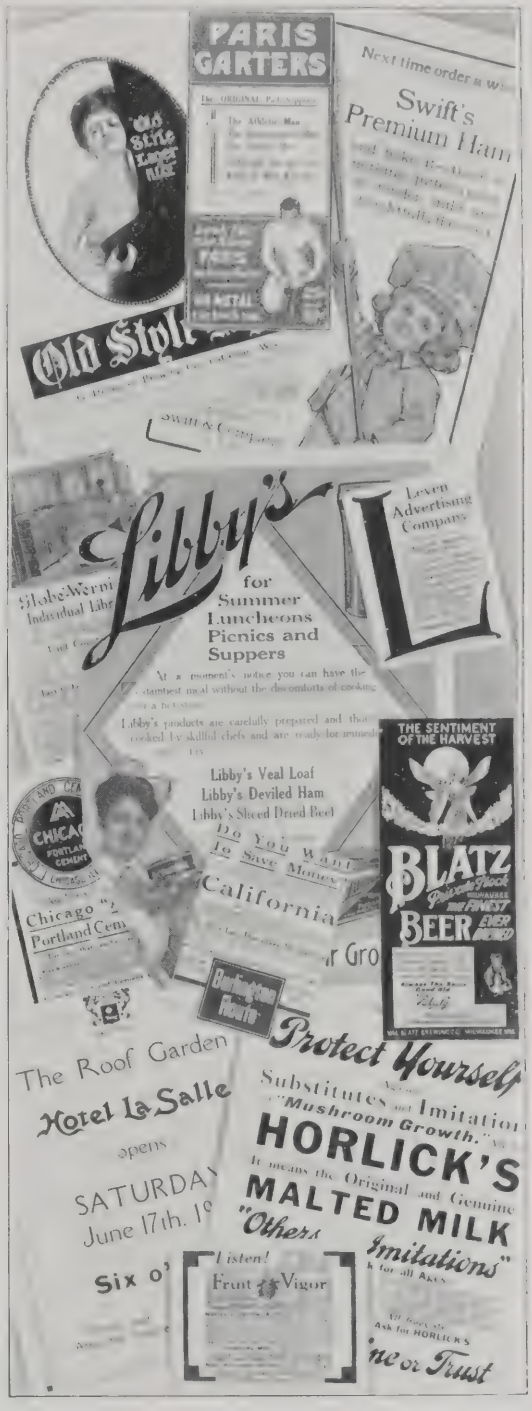
has gathered together for preservation in this way, both for his own satisfaction, I presume, and in order to show his customers his standing in the world at large. This is certainly not a bad idea.

This is a little wall hanger from J. L. Frazier, of Lawrence, Kan. I am afraid it will all look



very black in the reproduction, as the top sheet is printed in brown on a brown stock that is fairly dark.

Just across the hall from my office is a little print shop the like of which many a printer would never dream of. It is devoted entirely to composition, having only one small press and that simply for taking proofs. And it is restricted to one exclusive line of composition, at that; a line which Mr. Copper is better suited to write of than I am, but which I shall have to handle right now because I happen to be on the spot. If Mr. Copper will call and see me some time, I shall be glad to introduce him to Mr. Ben C. Pittsford, the proprietor of this shop, and I know he will take great delight in analyzing a large number of the specimens which it turns out, for its product is entirely in the advertising line. Mr. Pittsford has several high-class printers who are kept busy on advertising composition for big manufacturers and dealers, advertising agencies, and in fact anyone who is doing much advertising and who wants to have the composition of his ads done by trained men and under his own personal supervision. This shop turns out anything in the way of advertising from a one-inch single column up to a double page of the "Saturday Evening Post." Follow up the history of the advertisements you see in the newspapers and magazines and



through some of them you will be sure to get to this little shop. These men are, of course, experts in the matter of strong advertising display. They know the character of display that is suited to each particular line of business, from the mail-order ad to the artistic and dignified announcement of a high class hotel. They know how to fit type along with the product of the engraver so that the result will look harmonious. They

Make Your House a Home
A Real Home—With Every Comfort Provided For
A comfortable, cheerful, well-furnished home gives its occupants more real happiness than anything else in the world. Such a home brings hosts of f- good times and perfect comfort
Buy N
30 D
Everything at Fa
Send for Free Catalo
Spiegel, May, S
1055 34th Stre
Sure Tips on Transfer C
Globe?
Tw
Globe-Wernicke Filing Equipment
ade in Wood and eel, adjusts itself the plans of the neral office as well to the specific mands of each arate department
Globe-Wernicke Co. Cincinnati
Branch Stores
380-392 Broadway 1012-1014 Chestnut St 231-235 So. Wabash Ave 11-13 Federal Street 1218-1220 F St., N. W.
The Leading Advertisers of America
Are using our Guaranteed Mailing Lists
WHY?
Because our lists are specially prepared and classified for the requirements of each advertiser.
What lists do you need? Detailed estimates and prices on request. Our Booklet sent free. Write today.
Buckley, Dement & Co.
89 West Harrison St., Chicago
Telephone Har. 850
$250,000,000 Lost Annually By Fire
Think of this enormous amount of property which the National Council of Insurance Underwriters says has been annually laid waste by fire in the United States.
Millions of this loss were directly caused by defective heating apparatus, and much of it undoubtedly
Could Have Been Avoided by the Use of
Excelsior Double Wall Furnace Pipe
which according to the recent exhaustive tests made in the Underwriters' laboratories of Chicago has proved to have remarkably less fire hazard as well as greater efficiency than Single Wall Pipe, either wrapped or unwrapped.
Some of the startling conclusions of this remarkable fifteen months test shown in the official report are—
First:—"Single Wall Furnace Pipe as now manufactured is inferior to Double Wall Pipe in all particulars."
Second:—"Single Wall Asbestos Covered Pipe shows little if any superiority over Single Wall Pipe and is inferior to Double Wall Pipe in all particulars."
Third:—"Double Wall Pipe is the most efficient of the three types of pipe as a means of conveying warm air, and in consequence has a relatively lower fire hazard—it is structurally superior to the other types and less likely to be imperfectly installed or get out of order when properly installed."
We are preparing a digest of these tests which will show by diagrams and tabulated figures how Excelsior Double Wall Pipe has proved its absolute superiority. We will mail you a copy if you wish to do.
The Excelsior Steel Furnace Co.
Chicago, Illinois
Going to Chicago?
If so, take the
Hoosier Limited
Beginning Sunday August 27th
Leaves Indianapolis - 3:00 p.m.
Arrives Chicago - 7:45 p.m.
Comprises the new idea in railroad safety and comfort—the latest and best train offered to the public by the
MONON ROUTE
Special Hoosier Dishes
on this train an event.
It
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ly supply our needs; the rain that makes the grass
urishes it; all these together with
z men, combine to make possible
bodies warm; our eyes delighted.
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's, Kerseys, Meltons from Ireland,
from France; Elysians from Austria;
nd; Shetlands, Hockanums, Wors
looms
ese fabrics the skilled w
Kuppenheimer have mold
g with the beauty and worth of the fab
In outer coats there are many; the sty
conservative every-day wear models to
Kossack-convertible to the steadily
ery woolen of worth; $20 to
uthority is here
ful to the men of this City
hat has made this great showing possible.
proval of men who want the best we cou
great a showing. Just so long, however,
e everything that's good when they come
continue to search the marts of the wo
not be disappointed.
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that fit your
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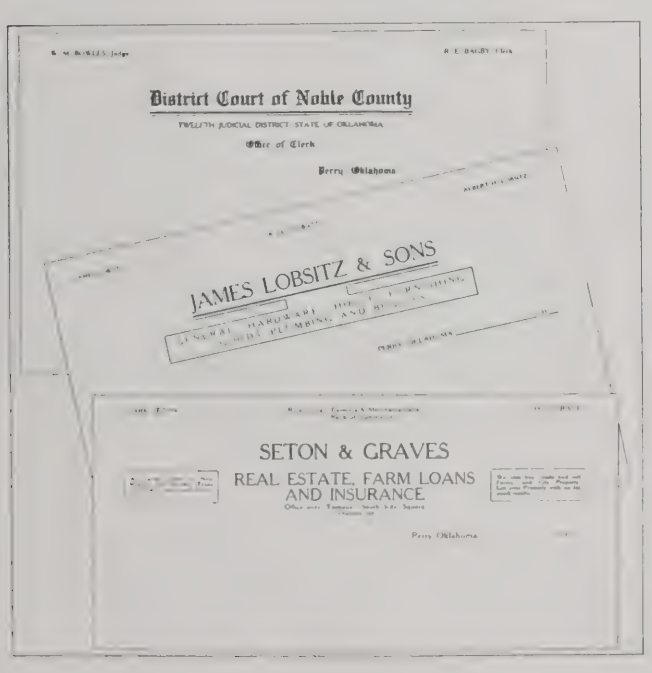
his
Hats, Gloves, Underwea
Furnishings; we believe
show the best made in all
lines. We're Knox headqu
ers for Hats; Fownes', Adler's, Pe
and Dent's Gloves; Cooper Knit u
wear; also health u
wear. Prices are
mouth prices"—
nomical. Atten
is called part
larly to Thar
giving D
Cravats
50
He
About Getting On in the World
HOW DO YOU EXPECT TO DO IT?
"Judge Gary by the facts"
Here is One Good Way
One way is to let your savings work for you and multiply themselves. We have a plan which does not require a large outlay of cash—it's a purely saving proposition. Gary, Indiana, on account of its favorable location, has been selected as the chief manufacturing center of a number of the most important manufacturing concerns in this country.
Where One Dollar is Worth Ten
One dollar invested in Gary Building Lots will do the work of ten invested elsewhere. This is not because the money you invest in Gary will have behind it the force and importance of a New York, Chicago or Boston dollar, but because the opportunity for investment is new, and the rapid growth of Gary will make your investment earn a rich and quick return.
A Payroll of $5,500,000.
An Opportunity of a Lifetime
Keep Your Money in the Bank
What we want you to consider does not require a large outlay of cash. If you have money in a savings bank we do not ask that you withdraw it. We only ask that you consider this opportunity, within the reach of everybody. You pay a little more each month and probably long before you have paid entirely for the property the real estate agents we can furnish the highest bank references to those who are not already familiar with our methods and reputation.
"Remember You Pay What You Can Conveniently Save"
Kelley & Semmes REAL ESTATE 581 Broadway, Gary, Ind.
LAMMERS SHELLING CHICAGO

Get your Clothes where you Place your Confidence
The establishment of your confidence in this store is our highest aim.
We are trying hard to merit it; showing only such clothes as measure up to the highest of possible standards; urging because we know their worth and know the satisfaction they give.
We are not bound to any manufacturer; we're not beholden to any one factory for our output. We are searched the market of the world as ours and we've searched it
Our championship of Kuppenheimer Clothes results from a test of them and we select Kuppenheimer because they have proved on the counter to obtain and retain that confidence in this establishment which makes for its greatest success
We are building for the future. We know of no stronger foundation than that of greatest value-giving. You'll find your money buys best when you buy your clothes here
ADD NAME AND ADDRESS HERE TOGETHER WITH DETAILED DESCRIPTIONS AND PRICES
THE PLYMOUTH
MERCHANTS OF FINE CLOTHES
Copy No. 46—150 Lines.
MARVELOUS!
WONDERFUL!
REMARKABLE!
Watch Invention
The watch making world astounded! The public amazed! With one accord all say "The dream of centuries" has been realized. It is the greatest scientific watch invention of the age.
After months and months of the most patient and searching effort we are able to announce
AT LAST—
The Perfect Watch
Sent FREE—
No Money Down
ore's Your Opportunity
ndis Watch Co.,
Mospat St., Chicago
Send It FREE?
Automatically Regulates Itself
Send Us No Money
Sold On Credit
Write To-day
Lincoln Company
Chicago
For Furnace, Rang
and Grate — Burn
Clean, Economic
SOLV
COK
"The Fuel Without a
For further informati
and descriptive circ
lars, 'phone or write
PICKANDS, BROWN &
Commercial National Bank B
Domestic Coke Dept.
fitting and we willingly exchange if you don't get true comfort. Hanan Shoes are leaders at $3, $4 others
The Plymouth Clothing House

have a full equipment of the latest type faces and other material and the necessary shop auxiliaries for doing this class of work. Devoting their time to it, they naturally have become better adapted to it than the printer who is working on a general run of miscellaneous work. The customer of such a shop has the advantage, also, of having his work handled by the same men from one time to another, so that they get acquainted with his eccentricities of style and can handle his work more satisfactorily and more rapidly than a printer who has never seen his copy before. Their type never goes onto the press, being used only for electrotyping, so that it retains its sharp, new appearance for a long time. The only obstacle to the delight which a printer might otherwise take in work of this kind is that he is not always allowed to follow out his own ideas but must conform in a measure to the wishes of his customer, whether he considers them correct or not.

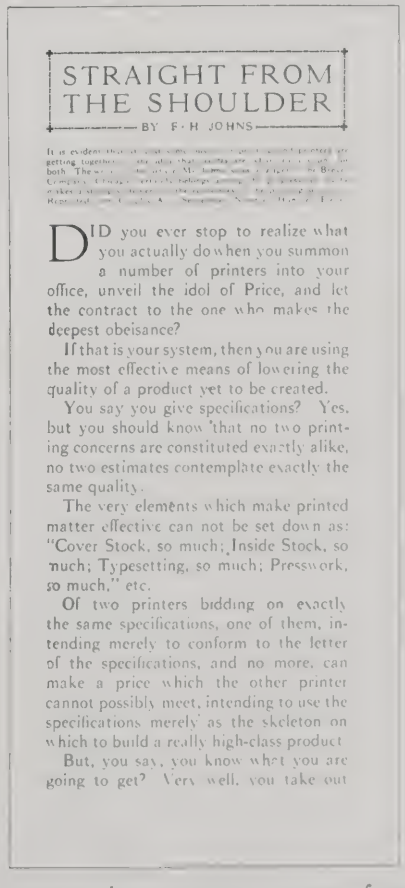
A new contributor appears in our columns this month, much to our satisfaction. He is O. L. Hamm, of Perry, Okla., and is connected with the "Perry Enterprise Times." His specimens, for the most part, are letterheads, several of which are most satisfactory. The principal suggestion I would make would be a general reduc-

tion in the size of type all the way through, in most cases. There seems to be a tendency to use larger sizes than the heads really demand, and larger than good taste calls for. The head on which the letter is written has the rule work rather overdone, in addition to which the joining of the corners is unsatisfactory.

R. F. Harris,who is known among his printer associates as "Wrong Font" Harris, and who has been heard from a number of times by readers

of this department, hailing from Danville, Va., and High Point, N. C., sends in a resetting of a letterhead from Summerville, Ga. Little com-

ment is necessary on this resetting, as the improvement is so obvious to everyone.

A handsome piece of monotype work of eight pages, bound in a clouded gray cover, comes from the Walden Typesetting Company, of Chicago, and is of interest both from its typographical appearance and the matter which it contains.



STRAIGHT FROM THE SHOULDER

BY F. H. JOHNS

DID you ever stop to realize what you actually do when you summon a number of printers into your office, unveil the idol of Price, and let the contract to the one who makes the deepest obeisance?

If that is your system, then you are using the most effective means of lowering the quality of a product yet to be created.

You say you give specifications? Yes, but you should know that no two printing concerns are constituted exactly alike, no two estimates contemplate exactly the same quality.

The very elements which make printed matter effective can not be set down as: "Cover Stock, so much; Inside Stock, so much; Typesetting, so much; Presswork, so much," etc.

Of two printers bidding on exactly the same specifications, one of them, intending merely to conform to the letter of the specifications, and no more, can make a price which the other printer cannot possibly meet, intending to use the specifications merely as the skeleton on which to build a really high-class product.

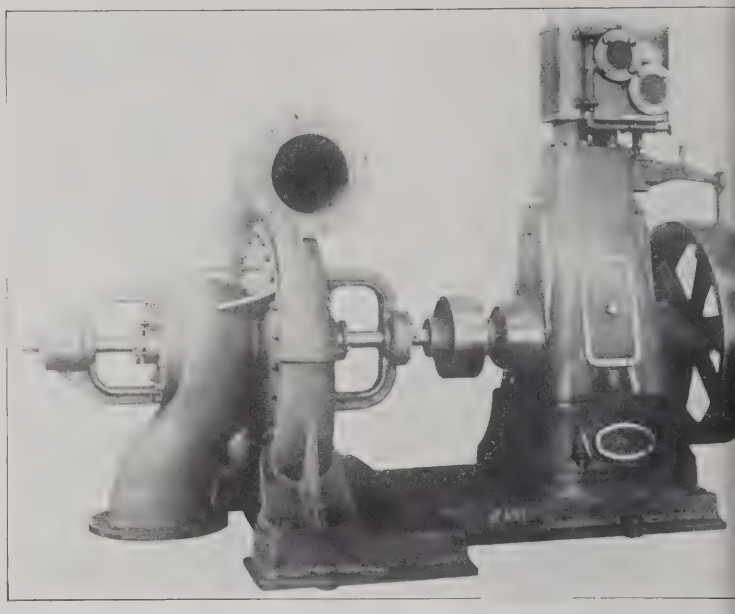
But, you say, you know what you are going to get? Very well, you take out

With the exception on one page of samples of monotype faces, the booklet is devoted to an article entitled "Straight From the Shoulder," by Mr. F. H. Johns, of the Breyer Printing Com-

pany, of Chicago, and reprinted from the September issue of "Graphic Arts." The paper is a straight-from-the-shoulder talk on the competitive system of awarding printing contracts. Mr. Johns says very truly that there are no two printing concerns constituted exactly alike and no two estimates which contemplate exactly the same quality of output. "Of two printers," he says, "bidding on exactly the same specifications, one of them, intending merely to conform to the letter of the specifications, and no more, can make a price which no other printer can possibly meet, intending to use the specifications merely as the skeleton on which to build a really high-class product." He says further, that no living man can sit in his office after having outlined specifications on printed matter, and know positively, in advance, what the finished product is going to look like. "Buying printed matter differs from buying merchandise in that you are buying something which does not yet exist. A hundred sculptors would each agree to build you a statue of a certain subject, of a certain kind of marble, and of certain dimensions, and for a hundred different prices; but would you think of letting the contract to the lowest bidder?" And here is another extract which I should like to make from Mr. Johns' paper:

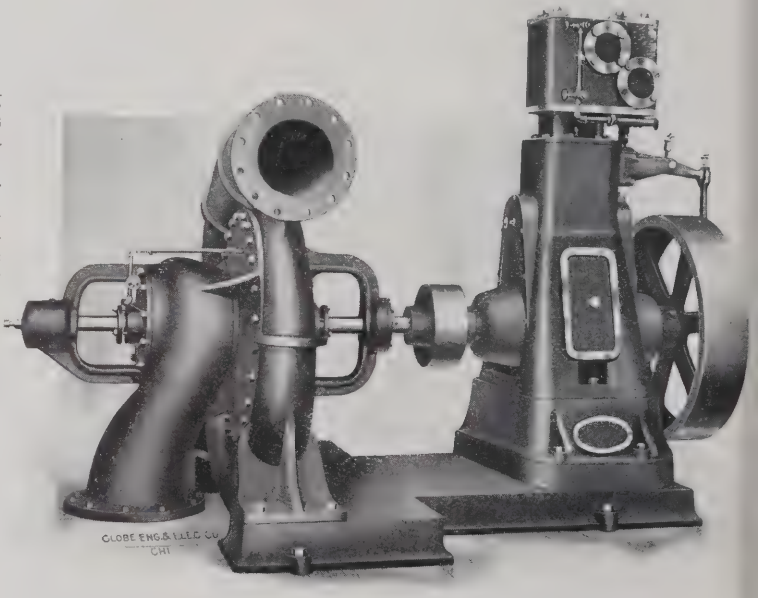
> If you ever spent a few hours inside of an engraving establishment, you know how largely handwork enters into the making of engravings; you know how much depends upon the discretion and ability of the individual; you know that it is optional with the engraver whether the man who works up your half-tones is a high-priced craftsman or a low-priced apprentice; you know that you have no means of determining the exact amount of time and pains expended in bringing out the full values in your illustrations; and you know also that you cannot from your office control the amount of time expended on the make-ready and all the many important details that go to make up a creditable catalogue or booklet. These are things which you cannot cover with specifications, no matter how rapidly you draw them.

The Globe Engraving and Electrotyping Company, of Chicago, sends out a specimen book of its work which is of much interest to look over because of the many varities of treatment which it shows. I am indebted to them for the use of the two illustrations showing a half-tone direct from the photograph and another half-tone from the same photograph after it has been retouched by the artist. Occasionally one finds a printer who does not know the inside of the engraving business and who is much disappointed in the results he gets from his photographs. From the plain photograph he expects the engraver to get such results as are shown in the half-tone from the photograph retouched. It will almost take away the breath of a number of printers, to know how many dollars' worth of time was spent on this photograph before the second plate was made. But the men who are having large amounts of printing done realize that this is money well spent. Practically no catalogue half-



Halftone. square finish, direct from photograph

tones are now made direct from the original photographs, all of them being worked up in this



Halftone, from same photograph, retouched

way, some large concerns paying out thousands of dollars every year for artists' time on this class of work.

The Griffith-Stillings Press, Boston, Mass., sends out what it calls a "Letter to Buyers," this one being denominated Co-Operative Bulletin No. One. It is a four page circular with an elaborately designed cover, and the selling talk on the third and fourth pages. The handsome manner in which the folder is printed will do much to bring business to the concern, but the

talk itself is strong and to the point. Here is a part of it:

How often does a competitor's catalog come into your hands and make you feel that they have gone one better than you—in producing something that has "clinching" selling force?

It's not a pleasant feeling; but it raises an interesting point.

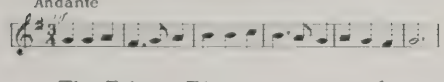
How do you figure the cost of your catalog?

Surely, it must be by its selling force and its power to increase your prestige among the trade.

This selling force, this power to increase prestige and

Effective Advertising Set to Music

Andante Tune—"*America*"



The Eclipse Elec-tro-type and
En-grav-ing Com-pa-ny,
Their ef-forts bless:
They work with all their might
To get their cuts out right,
And make their friends de-light
In their Suc-cess.

Try this on your pianola
It may lead you somewhere

All arts are joined by a common bond—Cicero.

this human personality are the dominant characteristics in every catalog we produce for our clients.

You see, we retain in our copy department men trained by wide and varied commercial experience to focus the selling points of your goods into as gripping and com pelling a commercial narrative as the biggest human interest story ever featured by a publication.

We have men who can illustrate such work. And men in the works who use their brains as well as their mechanical ability to produce desired effects typographically. Right now ask our representative to call and see you. He will surely interest you if you are in the market for a high-grade catalog or booklet.

"A PERMANENT SUBSCRIBER."

Harrisonville, Mo., November 12th, 1911.

The National Printer-Journalist, Chicago, Ill.

Gentlemen:—We certainly appreciate your courtesy in criticising our paper in the complimentary manner in which you did and will take pleasure in recommending your magazine to any one who desires an up-to-date printer's journal. We appreciate it much and expect to remain a permanent subscriber.

When we think we have made sufficient improvement in the sheet to merit further criticism we shall send another copy to you, and would thank you to suggest any way in which you think we can further improve the same

Yours very truly,
CASS COUNTY DEMOCRAT,
By Homer J. Clark

A Cost System Book

"A Practical Cost System for Small Printing Offices" is the title of a well conceived book in paper covers, by Roy T. Porte. It is published by the Minnesota Cost System Co., at 115 Washington Ave., Minneapolis, Minn. The following dedication indicates the scope of the book: "To the Majority of Printing Office Proprietors, the small fellows, and particularly to the country newspaper publisher, this book is respectfully dedicated, and may the ideas be as much a source of profit as they have been of pleasure to the author."

Forms, filled by way of example, are given of job register, and job tickets with the notation or note: "Tickets must be made out in full, giving every information neces sary for completion of job. Use a carbon paper and detach and file record. Number every job." Then there are forms or blanks for "Daily Time Report," "Sample Job Records," "Record of Chargeable and Non-Chargeable Hours and Pay Roll Summary," "Statement of Cost and Profit and Loss," and a "Diagram showing the factors of Cost and Profit in relation to Selling Price as described in this System." All these forms are fully described and fully explained and the reasons for the entries therein stated. There are enlightening discussions as to every branch of work and all the steps therein.

As indicating somewhat of the manner of treatment, we give quotations from the text. In speaking of the working of the system the author says: "As every building must be erected on suitable ground, so as to be able to stand, a cost system must have ground to build upon and that ground is a JOB REGISTER. The Register is the ground and from the jobs placed on it you build your structure, and the first thing you build is your Job Ticket."

Passing on from the discussion of the foundation and the different branches of stock, composition, presswork and the bindery, the author says: "Now having laid your foundation you next have your superstructure. No matter how you lay your foundation, the superstructure must be right. The Daily Time Report is the superstructure." In the discussion of the time record many things are brought out that are very frequently overlooked or omitted, as, for instance, unpacking, stock handling and cutting, packing and delivering, etc., etc. As to the importance of record of time, the following remarks are practical and pertinent: "The printer sells the product of his labor, and he must charge for his labor, the same as a merchant charges for his merchandise, but the printer cannot correctly charge the customer unless he knows how much labor is used. No man objects to paying a right price for a right article." Under "Office Work" are enumerated, bookkeeping, soliciting, collecting, General Office Work, Janitor Work." Incidentally in the discussion of "Office Work," the following is added: "Where the proprietor or manager of a plant works in the printing department, he must make out a time report each day, so that his time can be accurately divided into the departments where the work has been done. It is plainly as important that all his work be charged for as well as the rest."

"If the proprietor makes up the paper, sets a job, does the mailing of the paper, that time should be accounted and he must, as well as his employes, make out a Time Report."

The book seems to be all that is claimed in its title, "Practical," and the system as well as the principles enumerated could be applied in any office, no matter how large. The book is in pamphlet form, with strong manilla covers and contains twenty-eight pages. The price is $2.00.

Master Printers' Convention and Cost Congresses of the Middle Atlantic States—Philadelphia, Penn., Jan. 16 and 17, 1912

During the past three years, all over this country, Printers Cost Congresses have been held for the good of the business.

That they have been a marvelous success and accomplished a world of good for the printers is manifested by the positive improvement in trade conditions in the communities represented.

In order to reap some of these benefits it has been determined to hold a convention of the printers of New York, Pennsylvania, Maryland, New Jersey, Delaware, and the District of Columbia. The following vital business questions will be discussed by some of the ablest men of the trade:

"Cost of Production." "Business Extension." Efficiency and Shop Management." "Destructive Competition." "Credits and Collections."

These are subjects particularly perplexing to the printer. Ways and means will be offered to overcome many of the obstacles which have confronted the printer, resulting in diminished profits and preventing him from occupying the position in his community to which he is justly entitled.

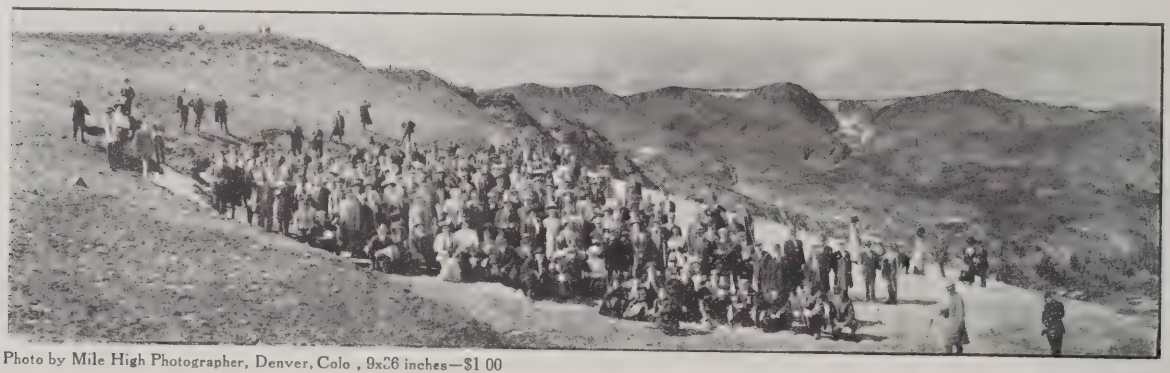


Photo by Mile High Photographer, Denver, Colo , 9x26 inches—$1 00

A REMINISCENCE

U. T. A. and International Cost Congress at Corona, Colo., Elevation 11,660 Feet Above Sea Level

This Convention is too important to miss and means too much to the future of the business.

Time spent at this meeting will be the most profitable investment you ever made. It is for—The Small Printer—The Large Printer—The Country Printer—The City Printer—All Printers—Members of the Allied Trades.

He who attends this Convention and will couple with his own knowledge the best of the suggestions made will be astonished at the improvement which will follow in his own business. These are not idle statements, but facts—the fruit of Cost Congress experience now being enjoyed by printers who have taken advantage of the information gained at such meetings.

Tentative Programme

Tuesday, January 16th, 10 A. M.—Meeting called to order by Chairman of General Committee, E. Lawrence Fell; Invocation; Address of Welcome, Hon. R. H. Blankenburg, Mayor of Philadelphia; Greeting of Philadelphia Printers, Geo. H. Buchanan, Philadelphia; Response to Address of Welcome and Greeting, Capt. J. Stearns Cushing, President U. T. A.; Election of Permanent Chairman, Secretary and Treasurer; Importance of the Cost System, J. A. Morgan, Chicago, Ill.; The Printer of the Future, J. Clyde Oswald, Editor American Printer; The Need of Co-operation, Franklin W. Heath, Secretary U. T. A.; The Printer as a Business Man, G. H. Gardner, Cleveland.

2 P. M.—Announcement of Committees, Chairman; The Meaning and Necessity of Cost Finding, Albert W. Findlay, Boston, Mass.; Demonstration of the Standard Cost Finding System (Illustrated by Charts), Chadwick P. Cummings, Philadelphia; Discussion of the Cost System, led by Frank M. Acton, Philadelphia, Joseph Brennian, Philadelphia, I. J. Friedman, Philadelphia; The Country Newspaper and Job Office, O. D. Schock, President Pennsylvania State Editorial Association.

6 P. M.—Banquet (Informal Dress), Banquet Room, Convention Hall.

8 P. M.—The Printer and the Dollar (Stereopticon Lecture), Henry P. Porter, Boston, Mass.; The Revised Proof Two-act Drama as presented at the Denver Convention by members of the Philadelphia organization).

Wednesday, January 17th, 10 A. M.—What Organization and the Cost System and Organization can do for the Printer, Henry P. Porter, Boston, Mass.; What the Cost System Has Done for the Printers of Haverhill, J. E. Wade, Haverhill, Mass.; The Printer and His Banker, J. A. McCarthy, Trust Officer Real Estate Trust Company, Philadelphia; What the Cost System and Co-operation Has Done for the Printers of this Country, W. J. Eynon, Washington, D. C.

2 P. M.—The Cost System and the Canadian Printer, John M. Imrie, Secretary Canadian Press Association, Toronto; The Printer as an Advertiser, Geo. H. Perry, New York City; The Importance of Trade Co-operative Fire Insurance, Alfred J. Ferris, Secretary Graphic Arts Fire Insurance, Philadelphia; Report of Committees on Permanent Organization, and Election of Officers.

A registration fee of $3.00 will be charged those attending the Convention, and includes attendance upon all Meetings, Dinner Tuesday and Wednesday noons, Banquet and Entertainment Tuesday evening.

Subjects to be Discussed and Questions Answered at the Congress.

Are you sure the price charged on that last job was fair—fair to yourself—fair to your customer? Do you really know what the job actually cost you?

Do you know what your fixed charges are, and is your salary one of them?

Do you know just what the Productive and Non-Productive time is in each Department of your business?

Do you know what each sold hour in the Composing Room, Press Room and Bindery cost you—ACTUALLY cost you? If not, how can you tell whether your selling price is right or wrong?

Is your time charged on the Payroll of your business.

and do you pay yourself regularly the same as any other employee of the business?

Is your salary such as you would have to pay some one else to take your place?

Is your net profit what it should be for the volume of business you do?

Do you know how much you make on your profitable business and how much you lose on your unprofitable business?

If you own your own building, do you charge yourself rent the same as you would charge any other tenant?

Do you figure as expense and a part of the hour cost, interest on the money you have invested in your business, including interest on the amount it takes to carry your customers' accounts?

Do you realize that when you allow your customer two percent discount on a job on which you made ten per cent you are giving him twenty per cent of your profit?

Are you making real money in the Printing Business, or are you merely adding a few more pieces of machinery to be valued as junk by your estate?

Are you making your own prices or does the customer make them for you?

Are you attempting to build up your business by selling your printing on price, rather than making quality and service increase your sales?

Are you still wedded to that millstone, "The Filler"?

Are you bemoaning the conditions of the Printing Business and waiting for the other fellow to remedy them before acting yourself?

Are you ready to go on to the firing line and battle for better conditions and prices, or do you prefer skulking behind and seeing how the fight goes before showing yourself?

Are you open to conviction or is your case a hopeless one?

WHAT HAPPENED TO JONES.

A certain printer whom we will call Mr. Jones of the Jones Printing Company bought a lot of fire insurance from a friend of his. This friend made up the rider form and issued the policies which were accepted in the usual way.

The Jones Printing Company had a fire loss and when the adjuster called to make settlement he advised Mr. Jones that because of a technicality in describing the premises the goods were not insured and although his premium for protection had been accepted for several years the companies were not liable for the loss, and Mr. Jones lost $1200.

This is a true experience of one of the large printing concerns of the country and the refusal of the claim was based on a mere technicality in the get up of the form for which the company's agent was responsible.

Not one printer in ten is conversant with the restrictions imposed upon them in lines 11 to 44 of the standard insurance policy and because of that ignorance much insurance protection is impaired and not a few policies are absolutely worthless.

Why not nuderstand about your insurance and buy it intelligently as you buy your paper, ink or type. You would never think of telling an ink salesman to send you 'Five dollars worth of ink,' but would be careful to specify the quality and color wanted. It is just as important you should know the quality and conditions of your fire insurance.

Reliable information on this subject is yours for the asking.

If you will write to Alfred J. Ferris, Secretary of the Grafic Arts Mutual Fire Insurance Company, 29 South Seventh Street, Philadelphia, and mention this paper, you will not only receive a budget of valuable information but your name will be entered for a copy of a most valuable booklet now being printed and intended for private distribution to the policy holders of the Printers Fire Insurance Movement.

This movement is not a commercial enterprise but a banding together co-operatively of the printing and allied trades of the country in the organization of a chain of companies, at once stronger than stock insurance companies, to carry insurance at cost and control insurance conditions. The company mentioned above has been in successful operation over four years and the Printing Trades Mutual Fire Insurance Company of Chicago is the second in the chain. Both operate on the same plan, and what is said of one in this literature applies equally to the other.

There is no string attached to this offer other than the assumption that you will read and give the subject careful consideration for the protection of yourself and the benefit of the trade in general.

CRITIC CRITICISED.

December 11, 1911.

Mr. B. B. Herbert, 4620 West Ravenswood Park.
Chicago, Ill.

Dear Mr. Herbert:—

It is better to praise than to blame, and it is generally safer to deal out praises liberally and blame very sparingly. Hence while you are to be congratulated on your splendid Christmas number, I find just two little figures in it from the pen of Mr. Hanson that arouse excitement He says "fifty cents an hour" can probably be figured as the selling price of composition in Oklahoma.

It is generally recognized that the selling price of composition is about three times the amount of wages paid. If this is correct, then the compositor in Oklahoma is receiving about sixteen cents an hour!!

The question arises over 250 cards, 5 x 7, a school report, 5 x 7, printed both sides, with rule border and considerable tabulation on one side." The printer charged $4.50 and Mr. Hanson says the job is only worth $3.25. We would figure as follows for Chicago, or for any other place, for after all, costs are as high in a country town in Oklahoma—twenty-five miles from a railroad—as in a large city. Non-productive time in the country is much higher in proportion than in a city. The matter may thus be tabulated:

	Hanson	Selling	Chicago
Stock—cost 25c.....	$0.25+h'ndl'g	$0.50	$0.50
Composition 4 h.....	2.00	3.00	5.25
lockup 2 f.....	——	——	.50
Press, m. r. 2 pp.....	——	——	.50
run 500 imp.....	1.00	1.00	1.00
ink	——	——	.10
Bindery, pack, deliver...	——	——	.10
	$3.25	$4.50	$7.05

The job is worth $8.00

Yours very truly,
GEO. E. WRAY,
601 Monadnock Block
Chicago

Secretary, Ben Franklin Club of Chicago.

On general principles I would never tell a printer his prices were too high. If such a thing were possible the overcharge could not happen more than once in a lifetime.

W.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Department to Harry M. Basford, 237 Temple Court, Denver, Colo.

THE spring season is not far off and right now is a good time to lay plans for the two or three months when many merchants and other business men spend a little more for printing than they do at most seasons of the year. Canvas the prospects in your mind or on paper and not only be ready to increase your sales during March, April and May, but go after the increase so as to be sure and get it.

A good facsimile typewritten letter mailed to these prospects, presenting your services to them, would be a good introduction for your salesmen to call or for other advertising, all designed to secure for your plant the business which will be let this spring, would be perhaps the best way to insure that the orders come the right way.

Printing is very closely allied with the general business of the country. Big business houses are large buyers of printing and these are usually the best customers a printer can secure because it reduces the number of his accounts. If you can sell one man $300 a month it is easier to handle this amount of business than to have 100 accounts of $3 each. If the business of the large buyer of printing is desirable it is also harder to get. And this is where the cumulative value of advertising comes in. You may have to advertise to a man for six months or a year before you get him, but if you continually keep him in mind as to your plant, eventually you will probably secure a share if not all of his business. A large manufacturing house in the East issues a series of "Rap" letters. There are about a dozen letters in the series and one is mailed to the prospect each day until all have been sent. I know from practical experience that this kind of advertising pays in the printing business. I have mailed advertising matter to a man for months without a sign of reply and finally succeeded in getting orders amounting to hundreds of dollars a month as a result of my persistent effort.

A very interesting little story was recently published, in "The Imprint," one of the house organs published by printers that occasionally comes to my desk. It is so good that I want to reproduce it for the readers of the National Printer-Journalist.

THE COUNTRY PRINTER

Our country brethren have been for years trying to make themselves believe that through their conditions of cheaper cost they can afford to take work out of our larger cities at less price than the city printer can do the work. Right here, brother, is where you figure just a little short on your wisdom; and if the true facts were to be considered by you in the proper light you would find that your conditions are all against you in this case.

While your rent is less, your taxes lower, and your labor scale about half, you do not take into consideration that your city brother has the advantage of you in the way of economy in buying, his method of turning out his work in much quicker time, and many conveniences you cannot have.

As to wages you are at a big disadvantage, because the city printer can secure labor at any time or hour he wishes and dispose of excess labor within an hour, while you must carry your help over slack time, and it is a fact, you cannot in the smaller towns secure the fastest and best craftsmen. Therefore the cost of a job set in a city office will not equal four-fifths of what it costs you.

As to rent, your space may be cheaper, but the city printers figure for reducing space and thereby economize on it while you take pride in having plenty of it. So it is about a stand-off.

The cost of transportation is against the country printer both ways when he essays to do city work, and time is an item to be considered. Then the city printer with the paper warehouse in the next block does not have the damage incident to double transportation to worry about.

Now the country printer who figures to compete against the city printer had better calculate carefully his actual costs and compare them with the city printer's price. Perhaps he will then want to stay at home. But whether he does or not he should try to get the city printer's prices and secure what benefit he can in the way of profit. If our country brethren will undertake to use a cost system and compare the results with those of the largest city printers, in six months they will learn that merely because one is in a country town he cannot afford to adopt a lower selling price. Think it over, brother, put in the cost system and go by its findings, and you will be like the owl—"a wise old bird."

Whether you agree with every statement here made, the principle of keeping up the price is certainly a good one for the city printer or the country printer, and I know of no better way than printed advertising to bring business at profitable prices. Keep the quality and the advertising up and the profits will take care of themselves. This is a slogan that many a printer might well adopt to his own financial benefit.

I have often wondered why printers do not use the billboards more for advertising purposes, many printers having the necessary type

to print a very presentable poster. Suppose you take this question home to yourself and ask yourself this question, "Is there any good reason why I should not print a poster and have it posted on the billboards of my own town?" If

YOUR PRINTING
is
A VALUABLE ASSET
OF YOUR BUSINESS.

We Help Our Customers
to Success
With Presentable, Profitable
PUBLICITY.

Evans Printing Co.,
4th & Centre Sts.

you cannot satisfy your own self that you have a good and sufficient reason why you should not so advertise, suppose you write some good, live poster copy, print it in the best style your equipment will permit and go out and contract with your local bill poster to give them the best show-

BROWN
IS THE QUALITY
PRINTER
IN THIS TOWN.

See Him About Early
Spring Advertising.
It's Time to Get Ready.

C. F. Brown,
412 Broadway.

ing he has available. Practical experiment of this kind beats speculation and the suggestion is worthy of a trial. Your poster need not be a huge sixteen sheet affair, but a three sheet, a one sheet or even a smaller size will do for the trial. Remember that poster paper is usually 28 x 42 inches and make your posters of a size a multiple of this size, if smaller than a one sheet, a half, or quarter sheet bill. As a further suggestion I am giving a few reproduced posters showing about the amount and character of the matter that would seem best suited for the purpose. Of course this poster advertising should be only one part of an advertising campaign. An effective poster carries but few words and

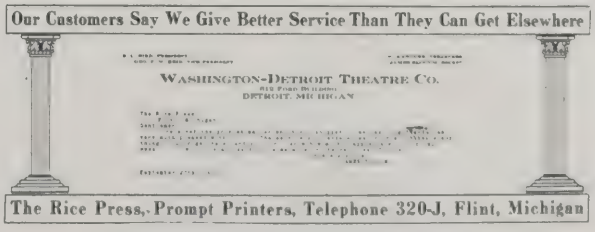
GOOD PRINTING
Makes for
GOOD BUSINESS.

The Star Printing Co.
SATISFIES
Its Patrons.

Put These Two Facts
TOGETHER.

cannot therefore carry an extended argument for the printer but as a part of an advertising campaign, it seems to me that this sort of publicity has been neglected by printers, many of whom have the equipment for producing attractive posters, large and small, and could take advantage of the opportunity with profit.

A very attractive blotter was recently sent me by the Rice Press of Flint, Mich. It is of ordinary blotter size, attractively printed on white enameled stock in black and grey border


Our Customers Say We Give Better Service Than They Can Get Elsewhere
WASHINGTON-DETROIT THEATRE CO.
DETROIT, MICHIGAN
The Rice Press, Prompt Printers, Telephone 320-J, Flint, Michigan

and ornaments. The heading reads, "Our customers Say We Give Better Service Than They Can Get Elsewhere." And this statement is proved, in a measure at least, by the testimonial letter which is reproduced below. To give you a better idea of the impressive simplicity of the ad, it is reproduced herewith. This is excellent

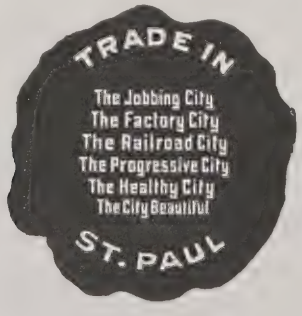
advertising and, if followed up with other blotters in the same vein should prove profitable to any printer.

The Adamson Printing Co., of Belleville, Wis., put out a small blotter, also reproduced, that is attractive. The odd printer figure at the top is evidently one of a series of this style of cuts recently put out by one of the type foundries

JOT IT DOWN
That we do the very best Commercial Printing and at reasonable prices. Give us your next order and let us Prove our assertion.
Bear in mind, we want your business, and we propose making ourselves deserving. Are you with us?
Thank You.
Adamson Printing Co.
Producers of High Grade Commercial Printing
Belleville, Wisconsin

These should find a ready sale among printers who desire to increase business because the cuts are different from anything ever put on the market and the strong black and white lines are well calculated to attract attention.

Brown, Treacy & Sperry, St. Paul, Minn., do some very creditable advertising and evidently



profit by their publicity, judging by the following taken from the house organ, "Office Billet" published. This article was directed, of course, to the business houses on their mailing list, but it is also a powerful argument for other printers to advertise. The seal at the top with the boost for the home town is also worthy of attention and adaptation because the printer can incidentally build his own business by being a home-town booster and there are many ways in which he can advertise the advantages of his own city that will react to his own advantage.

WHAT PRINTERS' INK HAS DONE FOR ONE HOUSE.

The business of the Brown,Treacy & Sperry Company comes mainly from ten Northwestern states.

Some of these states are covered by our traveling men, but they do not go to the smaller towns.

Many of our customers call on us when they make their periodical trips to St. Paul.

We have many thousand customers whom we have never seen and who have never seen a representative from this house.

We made these customers, and many who call on us in person when in the city, through the judicious use of printers' ink. Our catalogs, circulars and other printed literature have made it easy for them to trade with us.

We are large producers of printing and believe thoroughly in "taking our own medicine" in frequent and liberal "doses."

We commend this policy to business men who want to make their business grow. Consult with us in regard to your printing and advertising.

I have always been a firm believer in the classified or want ads as a revenue producer and the fact that in recent years the monthly magazines have taken up this form of advertising shows that the daily papers which started the classified columns struck a chord of popular approval by bringing newspaper space within the reach of everyone.

No paper is so small but what it should have at least one want column, and if the receipts from these little ads are carfully watched it will be found that the want ads pay a good profit on the space occupied. Any paper can get 5 cents a line for classified want ads and when you consider that this is all that many of the city dailies charge for their large circulation, the advantage is all with the publisher of the small paper.

It has been said by papers who carried many columns of want ads that the paper with the most of these little ads was the paper with the largest circulation in the community, and this is in a measure true. Want ads represent the business of many people in all walks of life, and if there are enough of these small advertisers in a town or city to make a really creditable showing for one paper, that paper can almost be depended upon to have a considerable degree of popularity and to be generally read in the city where it is published.

I think that the public takes about this view of the matter, and this being so, the publisher of every paper has a double incentive to search for the little want ad and to carry as much of this

class of advertising as possible. He will reap an immediate profit from the advertising and he will add to his paper's prestige in the way of circulation.

There are many ways of building up the want ad business. With a department for classified ads, with an attractive head, some business will naturally flow to the columns and a little hustling in the case of the small publisher, will often accomplish wonders. I was at one time publisher of a daily paper in a small city and instituted a want ad department, the only one in the county where I was located. It was popular from the start, was a money-maker and added to the popularity and prestige of the paper. From that time I have always regarded the want ads of importance and worthy of consideration by the publisher so as to realize as much as pos sible from the form of publicity.

One of the best means of making the want ads attractive is a series of attractive, comic cuts run at the head of the column or department. These may be enhanced in value by adding a few verses of poetry extolling the virtues of the little want ad or by reciting true instances where the want ad has brought actual results. Make the heading attractive and this alone will bring business to the department. Papers in some of the lager cities have won popularity for their ads with a series of comic cartoons, often run in two colors, depicting queer characters and their adventures with the want ads. Such pretentious drawings as these are perhaps beyond the reach of many publishers on account of the expense involved, but they are in line with my idea of making the want columns attractive with verse and picture.

CONGRATULATIONS FROM A SUBSCRIBER in ENGLAND

Office of the Devon and Exeter Daily Gazette.
(Established 139 Years).
229 High Street, Exeter

29th November, 1911.

Dear Sir:—I have pleasure in enclosing you postal order as last year for the National Printer-Journalist, for another twelve months.

With regard to your Christmas offer, if you intend to include foreign subscribers, I shall be glad to have "Uncle Remus' Home Magazine." I am always interested in the contents of the National Printer-Journalist, and am glad each month to have the opportunity of noticing the spirit and enterprise displayed by our friends on your side of the Atlantic. I am very glad to learn of your own success, and congratulate you on the 25th year of your useful and honorable career.

Yours faithfully,
G. F. GRATWICKE.
Managing Director.

Do Wages Test Efficiency?

Ernest Hess, 279 Fourteenth Ave., Columbus, O.

THE proprietor of a rather successful printing office in one of the large cities of the middle west seemed very much surprised when I told him that his platen pressman was working for the same wages as his assistant press-feeders who were girls. The man was receiving $13.50 a week, which was a little over the scale, and he was satisfied; while the girls got $7.00 a week, did not like to begin work promptly and always had their faces powdered and hands washed before the final whistle blew.

The proprieor looked at me in blank astonishment as I told him this. So I had to explain. Every time the pressman had to feed a job he pulled the belt over on the high-speed pulley and put in the sheets one after the other and never used his throw-off. He was feeding to the gauge, too, and the job was a hair-line register. The girls always fed on middle- or low-speed, had to resort to the use of the throw-off more than was at all necessary, and some of the sheets were printed crooked at that.

The man feeding his press kept his eye out for letters possibly pulling out or leads working up in the form, watched his supply and color of ink and stacked his printed sheets up in very nice even piles. The girls were chewing gum, watching their fingers to keep ink off, and thinking of what Harry or Clarence would have to say tonight, or what they had said last night.

The pressman was feeding at about 2300 an hour, the girl at 1500 speed and this amount reduced by her frequent use of the throw-off. He was doing nearly twice the work and getting nearly twice the money. If the girl was worth $7.00 as a press-feeder, the man was worth twice that as a press-feeder. He was getting nothing for his knowledge and ability as a pressman.

The proprieor then saw my point of the argument. But I believe the girl is still getting her $7.00 a week and the pressman not over $13.50. Some day the man may go out and sell books, or take subscriptions for a magazine, or take up a claim in Canada. He ought to get more.

The girls know that there would be some trouble in securing other girls in their places, though the writer knows of some girls who have become very good press-feeders with a week's training. The man is afraid that there are other people to take his place, at the same or less money.

H. G. Bishop, of Owonta, N. Y., has been for a quarter of a century a writer and maker of books for printers. He is now publishing, in addition to his other books, The Printer's Order Book and Record of Cost, that will be found exceedingly convenient, useful and in everyway profitable. It is a ruled blank book with printed headings for following entries: date, job number, name and address, quantity, description of job, stock used, job wanted, composition, presswork, stock cutting, folding, ruling, numbering and perforating, folding and sewing, binding, other charges as electrotyping, engraving, etc., total cost, billed at, day book folio. Of course it is intended to be supplementary to the job ticket or job envelope, and daily time slip, concerning the use of which and the entering the several items therefrom directions are fully given. The book is arranged to use two pages together, giving a total width of twnty-one inches, for entry of the enumerated items. Size of the book closed is 10½ inches in width by 16 inches in length or depth.

City and Country Shops

G. S. Wray, Sec'y Ben Franklin Club of Chicago.

ARE the country printers—who do so much for the good and welfare of the communities in which they practice their profession—getting an adequate return for their services? If not, why not?

The country printer is usually the most intelligent, useful and public-spirited man in his town, not excepting the lawyerman or the preacherman. Without further parley, his success is not due to his lack of intellingence.

The country printer is invariably connected with every advance movement—socially, politically, religiously, morally—in his community. Hence his financial success is not due to his lack of recognition as a power among his neighbors.

But when his business ability is compared with that of the butcher, the baker, and the candle-stick maker (the tinsmith or the blacksmith) the printer generally suffers by the comparison. "'Tis true, 'tis pity; pity 'tis, 'tis true." The printer is not, as a rule, a good business man; he lacks a knowledge of his costs of production. This knowledge is the prime essential in the conducting of any business successfully.

We are not inclined to take a hypothetical case and prove that composition costs $1.00 to $1.25 an hour; that such is the fact has been verified time and again in your columns. But it is high time the country printer—by this I mean the printer outside of the large cities—began to realize that costs of production in printing offices are about the same everywhere. One imagines that because rent is low, and labor is cheap, that, therefore, the cost of the product is thereby reduced below the figures obtainable in large cities where rents are high and labor is dear.

This is a fallacy. Rent is measurable by the square foot per man employed or per press installed; thus rent is as high in Red Wing, where this fact has come to be wisely recognized, as in Chicago, and it is true in all small cities and villages. Labor is measured by the productive hour; thus measured it is as high in the small and partially employed plants in the smaller cities and villages of the country as in the rapidly moving high tension plant in New York. Measured by the productive hour a press can be operated in a city at say $1.60 an hour; by the same measurement a similar press may cost $3.00 to $4.00 an hour to operate in a country town.

Doubters should fill out form 9H of the Standard Cost Finding System, and prove if they can, if they can, to their own satisfaction that these things are not so. We are a long way from Athens, but we believe in the doctrine that all should examine the "premises" and prove what are the real costs of production. The only way a printer can obtain this knowledge of costs of production is to work out the problem in his own plant. Then he knows.

The table given below, founded on actual records of costs, is enlightening along the lines of cost in large and small cities and also in country plants. Some of the individual plants are in small cities where wages for compositors are as low as $14.00 a week, and nine or ten hour days prevail:—

Known Cost of Production.

	Hand Comp	Lino-type	Lino. Mems	Cyl. Press	Plat. Press	Cut'g Mach	Rul. Mach
Chicago	$1.31	$1.62	$0.44	$1.66	$0.74	$1.15	$0.87
Boston	1.20	1.53	.46	1.53	.70	1.14	.90
Buffalo	1.29	1.55	.45	1.62	.69	1.13	1.00
Cincinnati	1.11	1.47	.43	1.28	.70	1.17	1.05
Cleveland	1.10	1.38	.44	1.50	.84	1.18	1.38
Columbus	1.29	1.68	.46	1.55	.74	1.14	.90
Detroit	1.16	1.58	.45	1.52	.73	1.17	1.10
Evansville	1.22	1.50	.42	1.50	.85	1.12	1.00
Grand Rapids	1.24	1.30	.43	1.65	.76	1.11	1.11
Los Angeles	1.18	1.65	.49	1.55	.74	1.09	.90
Memphis	1.20	1.60	.45	1.60	.75	1.10	.86
Milwaukee	1.16	1.57	.47	1.52	.71	1.11	.97
Minneapolis	1.25	1.54	.44	1.67	.80	1.37	1.03
New York	1.19	1.45	.45	1.53	.70	1.25	1.05
Omaha	1.29	1.48	.48	1.75	.73	1.21	1.00
Philadelphia	1.21	1.46	.45	1.48	.71	1.23	.99
Portland	1.45	1.65	.52	1.90	.90	1.24	1.23
St. Louis	1.25	1.56	.46	1.66	.71	1.20	.86
St. Paul	1.14	1.52	.44	1.54	.78	1.16	.97
Sedalia	1.25	....	.41	1.70	.78	1.19	1.25
Sioux City	1.20	1.46	.50	2.00	.77	1.15	.96
Tacoma	1.50	1.67	.49	1.80	.79	1.18	.92
Toledo	1.27	1.67	.44	1.55	.70	1.20	.98
Wichita	1.21	1.61	.46	1.66	.76	1.17	1.00
Waterloo	1.23	2.03	.45	1.97	.80	1.00	1.03
Individual Plants							
A	1.31	1.69	.43	1.81	.95	1.11	.97
B	1.31	1.68	.41	1.28	.75	1.20	1.11
C	1.36	1.57	.44	1.52	.86	1.05	1.16
D	1.24	1.77	.40	1.81	.80	1.21	1.14
E	1.22	2.12	.46	2.17	.87	1.14	1.11
F	1.20	2.45	.39	2.14	.81	1.19	.98
G	1.19	2.17	.42	2.05	.83	1.13	1.01
H	1.16	1.81	.47	2.23	.98	....	.97
I	1.32	1.90	.38	2.01	.87	1.18	1.04
J	1.34	1.48	.46	1.62	.83	1.14	.98
K	1.45	1.77	.46	2.27	.94	....	1.20
L	1.72	1.46	.41	1.76	1.10	....	1.38

In the country there are more expenses, such as telegrams, expressage, freightage, etc. Speaking generally the country printer cannot buy to such good advantage as can the city printer, where the supply houses are next door to the printing office, and orders are placed for exactly the stock wanted, after the job is secured, and delivered to the office the same day with no charge for freight or cartage.

Let printers in the smaller cities and villages look into the cost of production in their own plants, and do so without delay, then apply the knowledge secured and charge a fair profit on every order executed.

The writer is in search of information bearing on the cost per running inch, for the cost of composition of advertisements. There is no data collated on this that is dependable, but information points to 12 cents per inch. Is this excessive? How do you know it is excessive?

Please write and let the facts be known. 601 Monadnock Block, Chicago, Ill.

"DOING A GREAT WORK."

Lexington, N. C. December, 4th, 1911.

Col. B. B. Herbert, Editor, National Printer-Jouralist,

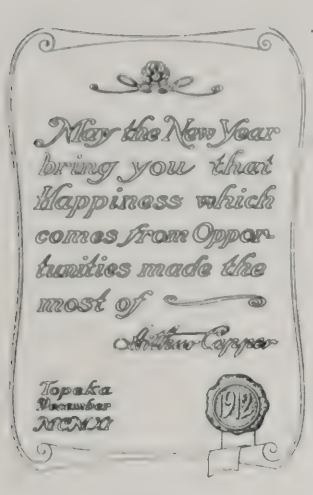
Dear Col. Herbert:—Enclosed find my check for $2 to pay my subscription to the National Printer-Journalist from October 1911 to October 1912. I would not think of doing without your valuable publication.

I sincerely congratulate you on the Twenty-Fifth Anniversary of this great periodical. You are doing a great work for the newspaper men of this country and I trust you will be with us to celebrate the Fiftieth Anniversary, and that the National Printer-Journalist will continue to grow in usefulness.

With highest regards, I am,

Very truly yours, H. B. VARNER.

A Few From Many Holiday Greetings Selected on Account of Variety, Sentiment and Artistic Attractiveness



New Year's Greeting

"All the old year
Did not bring to you
All of the pleasures
That you never knew
All of your wishes
That have not come true
These may the New Year
Bring to you."

E. W. Stephens

1912

In the vanished home of other days
Our fancy roams at will
And clasps the hands of olden friends
And sees and loves them still
MR AND MRS ROBERT MITCHELL FLOYD
MERRIE CHRISTMAS & A HAPPY NEW YEAR
5 WEST 87 STREET
NEW YORK CITY

Mr. William Pfaff wishes you a Merry Christmas and expresses the hope that the New Year will be an exceedingly prosperous one, and that you will always be as happy as .....

THE EVENING BULLETIN

PRESENTS ITS COMPLIMENTS TO

Mr B B Herbert

WITH BEST WISHES FOR A PROSPEROUS

HAPPY NEW YEAR

PHILADELPHIA
JANUARY 1, 1912

The Chicago Typotheta
cordially invites you to its
Annual Dinner
to commemorate the two hundred and sixth
anniversary of the birth of
Benjamin Franklin
on Wednesday evening, January seventeenth
Nineteen hundred and twelve
at half after six o'clock
Gold Room
Congress Hotel

Kind remembrances and all good wishes for a happy Christmas and a bright New Year

Mr and Mrs A. Nevin Pomeroy

Sincere thanks and good wishes are returned to these and all other wellwishers with the compliments of the season and an honest wish for the wellbeing, happinsss and prosperity of all patrons, subscribers and advertisers of the National Printer-Journalist during every day of Anno Domini 1912,—B. B. HERBERT, Editor and Publisher.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY

OFFICE OF PUBLICATION:

4618 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union, 10s. 6d.

CHICAGO, JANUARY, 1912

Every printer and publisher should carefully read and consider the questions given at the end of the program of the Philadelphia Cost Congress, for Atlantic Coast States, published in this issue of the National Printer-Journalist. The Socratic method of imparting instruction and drawing out thought, enforcing truths and educating men, was by questions and the method is as effective today as in the days of Socrates. The lack of consideration, the failure to ask the way, the how, and why and by inquiry into methods and theories, systems and practices to ascertain their results, is the cause of half the error and two-thirds of the failures of life. As we have had occasion several times to remark, the greatest benefits from understanding, installing and working out the cost finding system are the resulting revelations as to the leaks in the business and the enabling the elimination of these and the securing of greater efficiency. The answering intellingently and honestly these enumerated questions, is possible to every man and no one can read them over without being put in the way to the analyzing his business and reaching better methods. The questions lead naturally to a cost ascertaining system and furnish the strongest arguments therefor. In speaking of the cost system, the broad manner in which its value is coming to be recog nized is illustrated by the incident of a leading hotel proprietor, a couple of weeks since, mailing application to the Secretary of the Ben Franklin Club of America for a set of the cost finding blanks, in order to adopt the same to his hotel business. Cost Congresses are doing a splendid work and it pays to attend them and get enthused, but the system has been so perfected that one need not remain in ignorance nor fail of the benefits even though prevented from attendance on these Congresses, as pleasant, educative and inspiring as they have become. Every one must thresh out the knowledge and answer the questions and make the applications for himself. Attend every Cost Congress within reach but, what is more important, secure and use the knowledge for yourself. Knowledge that is not used brings no results. To know and not to do is damnation in business as much as it is in religion.

This number is opened with reviews of a few of the earlier annual and special issues of newspapers. It has been the design, in these reviews, to point the way, by worthy examples and pertinent comments, to the making of special issues most useful and at the same time to suggest matters that may be made available in all different localities of the country, for the interesting and instructing the reader, and helping onward improvements of conditions, industrial, social, commercial and educational, in all cities and communities throughout the whole world of newspaper publication and circulation all the time. There is much in these annual editions that may be wisely followed and a great deal of matter that may, with very slight changes, be used in home newspapers everywhere—and all newspapers now are essentially home papers with the home interests first and most prominent—to the advantage and great benefit of the readers and the comunities, not only during the holidays, but all the year and for coming years. It is a matter of regret that the lack of time and space prevents the proper notice of scores of other special numbers—all of them worthy and filled with instruction, that have reached this office. We are glad to receive them and always glance through their contents with pleasure and profit. Do not slight the accounts that we have been able to give; read, digest, and get the inspiration from these and then do better. Next time, it may be your paper that is used as an educational force, by way of its good things, its teachings and inspiring example, for the help of your fellow workers in the broad field of newspaper making.

* * *

It is very pleasing to see from the "Prosperity Edition" of the "Gazette," East Hartford, Conn., that friend H. B. Hale has a fine newspaper building with a great plate glass front and of a most substantial and attractive appearance in every way. This issue of the "Gazette" is printed in five sections of eight pages each and shows a wealth of advertising patronage that fully justifies the large, complete and up-to-date establishment, and the name of "Prosperity." We notice that even in the East Hartford paper, "Farm and Road Improvement" and "Items for the Farm" are prominent departments. It has been shown, by recent statistics, that New England farming is showing better results than is Illinois farming, and certainly, in the Connecticut River Valley, roads are far ahead of our public highways, but there is always room for improvements, and in order to keep up a high standard it is necessary to keep everlastingly at it. Farming, like newspaper making and printing, is progressive, only it seems that modern farmers are rather ahead of the printing craft in the application of science and scientific methods. The members of the press in the past have served others better than they have served themselves, and there is the more reason for rejoicing over recent improvements.

* * *

It is a matter of gratification, this month, that our departments of "Job Review," "Newspaper Criticisms" and "More Work Through Publicity" are especially complete and valuable. These departments are always practical. They are full of examples and lessons from actual, successful workers in all parts of the country; they are concrete instead of abstract, practical instead of theoretical, personal instead of impersonal, full of the interest of life, endeavor and accomplishment. There is not one of the hundreds of items in all these departments that are not directly suggestive, and helpful. It is because that we believe this method of instruction is most effective and interesting that we allow so much space to these depart-

ments. The man who is not interested in, and desirous of knowing, what other worthy members of his calling are doing and achieving and how, is indifferent to his own work and cares nothing for accomplishment—looking only to getting through life in a listless, don't-care manner, with no pleasure in higher and better accomplishment. Success is attainable by every man and the recipe is not difficult. It is simply, give your daily calling or business your best thought and highest endeavor, make it your pride and pleasure, and constant improvement thereof and therein, your highest ambition and the object of your loyal, constant, unfaltering, intelligent effort.

* * *

The Oblong, Ill., "Oracle," that carries as a motto under the first page heading: "The Old Home Paper for All the People," properly makes much of the little folks in its Christmas issue. Children in all their happy moods and pleasures fill every square of the colored borders around each page, and a group portrait of one hundred and thirty-five babies, in a half-tone plate, from photographs selected from the collections of local photographers, occupies the whole of the first page. There was much of the Christmas story told in prose, poetry and illustration, through the pages, and the advertising, in generosity and character, reflected the glorious, happy, free-handed, prosperous Yuletide. General interests were reviewed and local accomplishments recorded and local people portrayed. One of the first pages is devoted to the accomplishments in the building of "Hard Roads of Our Township," with pictures of different members of the Highway Commission. The construction of good highways, that are a mercy to the people who travel over them and to the faithful horses that draw the wagons and carriages, an encouragement as well to neighborliness among the people, a help to home improvement and betterment, to education, sociality and refinement, a means of increased wealth, a real economy and a general blessing—is a proper theme for Christmas time, or any other time, as contributing to happier conditions all the year around.

* * *

"The Graphic Arts Year Book" for 1911, announced among our front advertising pages this and the previous month, is a most valuable publication, worthy of all the kind words and endorsements that the publication has had from the best, broadest and most thoroughly informed members of the craft. The work is a treasury of art and knowledge; it tells of the "why, what and how" of accomplishment in American printing, that leads all the rest of the world. The book does not stop alone with telling but it "shows." It is the only American work of the kind and is none the less excellent on that account. It contains almost innumerable examples of finest typography, commercial drawing, engraving, color plate making and all else pertaining to the advancement of the graphic arts in America. The editors and contributors are among the most eminent men in their respective lines in this or any other country. It will prove not only a joy to every one who loves the "art preservative," but worth ten times its cost through the valuable knowledge contained therein and the inspiration and assistance that it will afford for higher, better and more profitable accomplishment. It is printed at Hamilton, Ohio, but we have arranged to handle the book at the publisher's price, and have concluded to make, for the next thirty days, or until February 15th, the additional offer of furnishing the "Year Book" with the National Printer-Journalist for one year for six dollars to all old or new subscribers. The reader will do well to send his check for that amount.

* * *

The Aurora, Ill., "Beacon" has absorbed the "News" and, henceforward, there will be only the one paper, the "Beacon-News," until some other Yorick enters the field. Both had been aggressive papers and the News made a valiant fight in a field already well-served and took a leading position, but by reorganization and the employment of men of ability, the "Beacon" made the fight lively and the business of the "News" suffered and the losses became too great for the owners to further persist, and the proprietor of the "Beacon" Congressman Copely, bought the paper on Dec. 26th, and combined the two publications as noted. The success of the "Beacon" is attributed to the good management and organizing ability of Editor Snook, who up to 1907 had been with the News; the work of F. L. Lee, who had charge of the classified department and had a page of solid nonpareil running every day, last, but not least, to the push and the all-around newspaper training, knowledge and business ability of J. K. Groom, whose appointment as advertising manager was one of the first moves made by Mr. Snook when taking the direction of the paper. It is difficult to supplant an established paper, provided the proprietor only wakes up in time to meet the new requirements necessitated by active competition. However, no paper can safely rest on its laurels or on its exclusive possession of the field. The safest, and the most economic way in the end, is to make the best possible paper all the time. The reference to the classified department calls to mind what Mr. Basford says on this subject in the department of "More Work Through Publicity," in this issue, which contains good newspaper wisdom. A live want or classified ad department is a wonderful help to any newspaper, and is generally a pretty good index to a paper's circulation and to the active interest taken in the publication by the people. This does not hold so true of monthlies as of dailies and weeklies, yet some of our leading magazines are finding the classified advertisement department very profitable and popular.

NEW COURSE IN PRINTING AND PUBLISHING.

Madison, Wis., Jan. 5th.—The technique of printing and publishing is the subject of the new course to be given in connection with the work in journalism at the University of Wisconsin, beginning in February. The course will consist of practical talks and laboratory work on typographical composition, engraving processes, printing and similar topics. The study is intended primarily for students of engineering, agriculture, commerce, pharmacy, chemistry, and other technical subjects, who desire to familiarize themselves with methods of printing and publishing in order to contribute to or do editorial work on scientific, technical and trade publications.

A course in technical or trade journalism, to include lectures and practice in all details of the work of the editor and the contributor on scientific, technical and class publications, has also been arranged to be given next year.

Madison, Wis., Jan. 5th.—The Sulu News, a little four page newspaper published by the government of the Moro Province in the Philippines, one page of which is printed in English and the other three in Sulu, or Moro, has just been added to the collection of foreign newspapers in the newspaper laboratory at the University of Wisconsin, as a gift from Consul General Amos P. Wilder, in China.

Benevolent Work by Newspapers

EWSPAPER men may not always be possessed of wealth but they have a power and influence for benefiting, for doing good, alleviating want and bringing joys, above all riches can give. Editors and publishers have not only the means and the opportunities for enlightening the people, for advancing general intelligence, education, good government, and public morals; compelling official integrity and efficiency; aiding improvements and betterment in the industries, the trades, agriculture, and transportation; helping to general prosperity, security, understanding and good will, but to help those in want through systematic appeals to human sympathy and the directing of benevolences.

The Christmas tide, for many years, has brought an increasing illustration of the desire and ability of the press to aid those in need. By finding cases of want and working through an organization of "Goodfellows," the Chicago Tribune was influential in bringing Christmas gifts and joy to some fifty thousand or more in one city, and papers all through the country did like benevolent work.

The following letter from New Hampshire, with the accompanying enclosure tells of the work of one newspaper:

OFFICE OF "THE MIRROR."

Manchester, N. H., Dec. 30, 1911

National Printer-Journalist, Chicago, Ill.

Gentlemen:—The enclosed tells the story of the Christmas "The Mirror" provided for the poor children of Manchester. Over 5,000 gifts were distributed.

Fraternally yours,

ARTHUR E. CLARKE.

The account, in the outline, of the plan of the Santa Claus campaign enumerates the names of the workers and the method of distribution of the presents. "The Mirror" says, among other things in its account, that may be helpful to other benevolent editors and publishers:

"A month ago 'The Mirror' decided to make a campaign for supplying the poor children of Manchester with Christmas gifts. Miss Florence A. Sturtevant gladly volunteered her services as 'The Mirror's' Saint Nicholas Girl, and her work has been faithful, untiring and unselfish. She has fully and gladly given of her time, asking nothing in return, other than that the poor children and those unfortunately placed might know something of the real joy of the gift season. Through 'The Mirror's' columns the plan was outlined, appeals were made and wide publicity given. Night after night, week in and week out, it has said to its readers, 'Give of your abundance to these children.'

Glorious Response.

"The response was a glorious one. From every direction came gifts of all kinds, and money. The churches, the schools, organizations, clubs, business houses and individuals poured in their gifts—the spirit of the campaign was upon them.

Willing Workers.

"'The Mirror's' Saint Nicholas Girl surrounded herself with a corps of active, willing, enthusiastic workers—girls who were anxious to duff in and help along a good cause, doing cheerfully and willingly whatever the task assigned. they helped rake over the highways and byways in search of the neediest of the needy children. They went courageously up rickety stairs, through dark passages and forbidding alleys, where dinginess, filth, and stale odors are supreme. Nothing mattered if there were children there; they must learn of their age, condition, and what might best be done for them.

A Personal Canvass.

"Then there was the personal canvass, the packing of the bags and the thousand and one things of detail that are part and parcel of every great plan, if carefully, thoughtfully and systematically put into execution.

"First among these workers should be mentioned Miss Grace A. Mudgett, who was with Miss Sturtevant almost constantly from the beginning. Miss Grace Carr and Miss Edith M. Sturtevant were valued assistants, and Mrs. Hilton Slayton, Mrs. Frank Rogers and Mrs. Charles F. Jackson are to be numbered prominently among the faithful.

"There were others who lent a helping hand in one way or another, boosting the campaign wherever there was opportunity.

"'The Mirror's' outline of the campaign brought immediate response in a deluge of letters from the children. In the first three days over four hundred were received. Each in scrawly writing informing 'The Mirror' of wants and needs. Day after day the list continued to multiply, until it was grown to staggering proportions. The contents of the ark could not have been more varied than the stated desires of these dear little citizens. Unfortunately, they asked for the impossible in many instances and had to be disappointed. So far as practical, however, their wishes were gratified. There were skates and sleds, dolls and carriages. There were games, books, toys, mittens, and candy and oranges for every one.

"The Mirror" Library a Veritable Treasure House.

"'The Mirror's' voice brought another response—the response of generous givers. The library on the office floor of 'The Mirror' building was given over to the work, and soon, very soon, it was a veritable treasure house. For the first time in their honorable history, row upon row of dignified files looked wonderingly down upon a chaotic scene, in which were mingled what-you-may-call-'ems, rocking horses, dolls and Teddy bears.

Indexing the Names.

"The indexing of the names, addresses and wants of the children went hand in hand with classification of gifts sent in. About ten days prior to Saturday the work of packing was begun. The contents of each bag was influenced by directions of the index card to which it would correspond in number. Then cards were sent the children, each bearing the number of the bag packed expressly for each.

Moving the Presents.

"Friday was the day set apart for moving the bags from 'The Mirror' office to Joliet Hall, which had been decided upon as the place of distribution. The call through 'The Mirror's' columns brought more machines and teams than were needed, and the trick was turned in short order.

"Two hours prior to the stated time of distribution, Concord Street, in the vicinity of Club Joliet, was alive with children. There were all sorts and kinds and conditions and sizes. They faced the club house and waited patiently, almost pathetically, for the time when they would be admitted to the storehouse of good things where Santa Claus and the Saint Nicholas Girl awaited them.

Inside all was in readiness. The stage was masked in with Christmas trees, bearing bright baubles and brighter electric illuminations.

"Around the hall was a continuous row of gift tables, upon which the bags were arranged systematically.

"Through the kindness of Harold Brown, pianist, Irv-

ing Langmaid, violinist, Harold Caswell, cornetist, and Guy Goodwin, drummer, of the Y. M. C. A. orchestra, there was a continuous program of music during the opening hour, a feature enjoyed alike by the children and by the friends of the movement who were seated in the gallery.

"Santa Claus (Col. Arthur E. Clarke) arrived promptly

Santa Claus Present.

at the stated time, and Michael Finn, the first child to present his card, received his gift from the Santa of his dreams, who had become a reality.

"Wonderingly the little folks peered into the hall, by the great blue-coated policeman. It was all new to them, and so good and strange and lovely, and Santa Claus—their Santa Claus—was there and said plesant things to them—things that they will remember and tell their children's children perhaps in days to come."

CHICAGO WORK FOR CHICAGO WORKERS

The Chicago Association of Commerce, through its Ways and Means ommittee has offered the Printers and Binders Sub-Division of the Chicago Association of Commerce an opportunity to place the Chicago Printing Industry and its claim upon Commercial and Industrial Chicago rightly and squarely before THE ENTIRE ASSOCIATION.

The Chicago Association of Commerce is doing an immense amount of good for Chicago, for Cook County, and for the State; its influence is beneficial and it carries much weight in the shaping of policies of some of the largest establishments in Chicago.

The Committee having this matter in hand earnestly requests the printers and the allied trades to unite in an effort to demonstrate their strength, power, and importance, as well as the magnitude of the industry. It is said that over 40,000 of the people of Chicago depend directly upon the printing industry for their support. Place the average wages of these people at $15 a week, the result is the turning over of $600,000 a week, and most of this goes back to the merchants and manufacturers of our city.

It is right, fitting and timely that the printers and allied trades should ask—Is there any valid reason why, with nearly one thousand printing plants of every kind in this city, any orders should be sent outside the city or state?

We pay heavy taxes here, we pay good wages; practically all the money we pay out in any shape is spent among the merchants of our city.

The printing industry of Chicago is one of the most important here; at the same time it is an industry in which the volume of profit is at the minimum. There is no question as to the quality and service that can be secured at home being far superior to that to be secured from an outside state. We doubt whether the price at which printing is sold in Chicago can be beaten anywhere else in the world, for in Chicago the most modern machinery finds ready buyers among manufacturers of printing. But even should the total price of a year's purchase be slightly in excess of that obtainable elsewhere, we still insist that most of the money paid out for printing in Chicago returns to the manufacturers and merchants. Our workers are spenders, and their earnings are speedily turned over for merchandise.

To the end that this effort may be successful we invite all interested parties of the Printing and Allied Trades—including: Addressing Machines; Advertising Interests; Badge Printers; Bookbinders; Copper Plate Engravers; Designers; Electrotypers; Embossers; Engravers; Gold Printers; Ink Makers; Label and Poster Printers; Law Printers; Lithographers; Loose Leaf Manufacturers; Mailing Tubes; Paper Box Makers; Paper Dealers; Paper Envelopes; Photo-Engravers; Post Card Publishers; Printers' Insurance; Printing Press Makers; Roller Makers; Stationers; Steel Plate Engravers; Supply Men; Trade Journals; Type Casting Machines; Type Founders; Type Setting Machines.

These and other kindred interests were invited to attend a Dinner and Meeting at the rooms of th Chicago Advertising Association on Thursday, December 14, 1911, to discuss the best methods to advance the common interests—Chicago Work for Chicago Workers.

W. J. HARTMAN, Pres.
GEO. E. WRAY, Sec'y.

Special Association Commerce Committee:
John I. Oswald, Chairman.
Geo. Spiel (Rand, McNally & Co.).
C. J. Jacobs (Jacobs & Holmes).
J. J. Miller (Barnard & Miller).
W. J. Hartman (W. J. Hartman Co.).

This is an immense opportunity for Chicago Printers and Allied Interests. All should rise to it. The answer is up to the members of all branches of the Graphic Arts and all allied trades and business.

MINNEAPOLIS BEN FRANKLINITES

The Way the Disciples of Poor Richard Have

On the evening of December 12th, the Minneapolis Ben Franklin Club gave a dinner to its members and ladies and the supply men of the city and their ladies.

This was the best attended dinner ever given by the Minneapolis organization, about 100 being present.

The dinner was followed by a most excellent entertainment given entirely by members of the printing craft.

Mr. Alfred Roper, President of the Club, was toastmaster and in a very happy vein of good humor introduced the various speakers and musicians.

Although not on the regular program, the toastmaster introduced Mr. Fred L. Smith as the dean of printers in Mineapolis.

The speaker of the evening was Mr. W. C. Edgar, proprietor and manager of the Northwestern Miller, the most influential and successful magazine of its character in America.

Mr. Edgar's paper was largely reminiscent and gave the history of his publication for the last quarter of a century. Mr. Edgar also spoke interestingly of his own personal career as a printing office employee, a travelling paper salesman, editor and publisher, and dwelt at some length on his experience as a buyer of printing, and how the industry appeared to him from the numerous angles from which he has viewed it in his long association with it.

The next dinner will be held on Franklin's Bidthday.

TEST FARM ADVERTISING AT STATE UNIVERSITY.

Will Investigate Value of Advertising to Farmers of Wisconsin.

Madison, Wis., Jan. 5th.—An investigation of the value to farmers of agricultural advertising has just been started in connection with the course in agricultural journalism of the University of Wisconsin. Tests are being made in co-operation with many Wisconsin live stock breeders, and progressive farmers. Much valuable data concerning the demand and selling possibilities of farm products is being collected.

New York University Courses in Journalism

FROM J. Melvin Lee, a copy of the "Commerce Bulletin," published by the New York University, has reached our desk. Its pages are devoted largely to Courses in Journalism with courses for the current year. Joseph French Johnson, formerly of the University of Pennsylvania, and an early subscriber to the National Printer -Journalist, is Dean of the Newspaper Forum Department of the University. The following are among the topics taken up by this school:—"History of American Journalism, Newspaper Ethics. Law of Libel, News That is Fit to Print, Commercialism and Journalism, American vs. English Newspapers, What is News, Editorial, Editorial Point of View, Newspaper Humor, Magazine Supplement of the Sunday Edition, Modern Newspaper Game, Newsgathering Organizations, Small City Daily, Country Weekly, etc., etc."

Among the speakers secured for the school year that ends May 18th, are the following:

James Wright Brown, General Manager of the "Fourth Estate."

Leroy Fairman, Editor of "Adevrtising and Selling."

William C. Freeman, Advertising Manager New York "Evening Mail."

Norman Hapgood, Editor of "Collier's Weekly."

Hamilton Holt, Editor of "Independent."

Walter Lindner, Attorney for "Leslie's Weekly."

Robert Lincoln O'Brien, formerly Editor of Boston "Transcript," now Editor of Boston "Herald."

Rollo Ogden, Editor New York "Evening Post."

E. A. Oliver, Editor of Yonkers "Statesman."

Henry Gallup Paine, Editor of Magazine Section of Philadelphia "North American," Boston "Globe," Washington "Post," Pittsburgh "Dispatch," San Francisco "Call," St. Louis "Globe Democrat," Cincinnati "Enquirer," and Chicago "Tribune."

Don C. Seitz, Business Manager of New York "World."

Duncan M. Smith, of Chicago "Daily News.'

Oswald Garrison Villard, President of New York "Evening Post."

Edward J. Wheeler, Editor of "Current Literature."

Louis Wiley, Business Manager of New York "Times." President of Daily Newspaper Club.

William Seaver Woods, Editor of "Literary Digest."

Among Faculty Members Are:

Joseph French Johnson, D.C.C., Dean of the School, received his first newspaper training with the Springfield "Republican." He was for several years Financial Editor of the Chicago "Tribune" and was the founder of the Spokane "Spokesman."

James Melvin Lee, A.B., Director of the Department of Journalism, has had a wide and varied newspaper and magazine experience. He has been Circulation Manager of "Outing," Editor of the "Bohemian" magazine, Literary Editor of "Circle," Assistant Editor of "Leslie's Weekly," and is now Editor of "Judge."

George Burton Hotchkiss, M.A.

Geo. T. Hughes, A.B., was formerly Telegraph Editor and later City Editor of the New York "Globe."

Albert Frederick Wilson was at one time on the Editorial Staff of the "Literary Digest," later was Managing Editor of "Leslie's Weekly," and at present edits the Current Events Department of the "World Today."

The topics covered during the year's course of study includes: "News Writing," "Current Topics," giving a wide knowledge of contemporary events; "Newspaper Practice;" "Magazine Making;" "Editorial Writing and Criticism;" "Magazine Writing;" "Short Stories;" "Advanced Magazine Work."

The auxiliary course includes: "Salesmanship," "Mercantile Credits and Advertising," "Political Economy," "Practical Economic Problems," "Commercial and Industrial Geography," "Trade and Transportation," "Industrial History," "Social Problems and Reform Movements," "Principles of Sociology," "Money and Credit." "Public Finance," "Panics and Depression."

Here are numerous and broad fields, but who will say that each and all of these branches of knowledge or instruction are not necessary to the full and proper equipment of a worthy newspaper man, in order to meet the demands and obligations of the calling, to enable him to acquit himself with honor and win reasonable success? It seems, after contemplating such courses of study—under the direction of such an able corps of instructors and lecturers, ranking among the ablest, most highly educated and successful in the nation—incredible that any one has ever questioned the practicability, desirability and absolute necessity of schools of Journalism. Yet, when in 1884, the editor of this paper first advocated schools of typography and newspaper making, the proposition was met with smiles of derision and then opposed with specious arguments and with declarations that there was nothing about newspaper making that could be learned outside of the actual work on the paper. It is pleasing to notice, however, that actual practice is emphasized in all the schools and that the ethics and obligations of the calling are accentuated. Schools of journalism should do more for the press, than have schools of law for law practice and actually observed standards of right and honor; for the newspaper affects all interests of men, of society and government, while the lawyers, at the bar, plead only for individual clients.

There should ever be a high standard of the bar as to honesty, right and justice. Iniquity in the courts may work great wrong to private individuals and aid to the making of defrauders and criminals of all kinds, but this wrong is confined in its direct effect to the few, while the press, if wrong, unjust or immoral, corrupts and demoralizes all the people, all society; undermines government; brings error, injustice and vice and dethrons liberty, justice and right, among the people.

WORKING FOR A GREAT CONVENTION

Detroit Board of Commerce,
December 22, 1911.

Editor National Printer-Journalist, Chicago, Ill.

Dear Sir:—The Detroit Board of Commerce is planning to entertain in the neighborhood of five hundred editors of daily and weekly papers of Michigan in Detroit on January 18th and 19th, and I wish to extend to you a cordial invitation to attend, if you can conveniently arrange.

I am enclosing to you an invitation and program of the meeting and would be very grateful to you if you would recognize the meeting in your publication.

Thanking you in advance for whatever you may do in the matter, I am,

Sincerely yours,
WM. B. WREFORD,
Assistant Secretary.

Full particulars are given on another page. The way that the Detroit Board of Commerce takes hold in the promotion of conventions is worthy of imitation.

The Printer's Study of Advertising

By C. L. Chamberlin.

ALMOST every printer, whether in business for himself, or in the employment of another, is ambitious to succeed and to get ahead in his trade or profession. He not only strives to get out the daily work in the highest and best manner, but he is also striving to gain a knowledge of those special features in the business which mark their possessor as an all around printer.

Many a printer who attempts to turn out commercial job printing has no taste or interest in anything but a neat mechanical production. Art or artistic printing means nothing to him beyond a job free from errors of type setting, blurring or ink daubing such as is sometimes seen on the work of the amateur or careless printer. Such men have a very poor conception of the printing business and unless they make a sudden change in policy they will eventually find themselves falling sadly behind in the grand procession of printers.

There is another class of printers to whom art has a meaning far beyond the simple mechanical production. They know that their work may be set perfectly from late type faces and put through the press in the most careful and competent manner possible and yet their work may be far from perfect, for "those who having eyes, see."

The printer who appreciates art and the artistic in printing is on the road towards success. There is every opportunity for him to get ahead of his patronage or to produce work far in excess of his patrons' idea of what is necessary or required in commercial printing. Indeed among the older and more skillful printers there is the constant complaint that their patrons do not appreciate artistic work and will not pay the price necessary for its production. They say they must hurry over the setting at a price too low to permit of anything like artistic and make-up, run it out as quickly as possible and deliver work. Such work calls for special stock, and some experiments in type faces, ink, and the like all of which must be added to the bill of expenses. This brings the price total too high to permit successful competition with the class of printers who care little or nothing about the special effects which result from careful study of the situation. These cheaper printers set a price on their work which the would-be artistic men must equal or approximate in order to get their share of patronage. The only alternative is to go into other business.

But the artistic effect is not the only one to be obtained in the production of commercial printing. Such printed matter is used largely in the user's business to sell something. There is the form letter for trade soliciting, collecting, and following up inquiries concerning the goods to be sold. There is the special mailing card used for similar purposes as the letters. There are the circulars, folders, booklets, and many other kinds of printed matter, all of which are used directly or indirectly to sell goods.

How many of the high class printers think anything about the selling effect which is produced upon the mind of the one to whom this printed matter is sent? Yet, when everything is considered, this is the principal effect desired. What difference does it make if the recipient of a booklet says "that's the most attractive bit of color effect I ever saw," and straightway throws it into the waste basket with the idea that the goods he now uses are good enough without going to the trouble of hunting up a new firm. The trouble is, his mind has not been prepared for the booklet by letters and other previous matter. After preparation, attracted by the color effects, he may open the booklet, after which not only the color but the type faces used for certain phrases of reading matter, the form of page, ink and other artistic features, all unite in holding the attention till enough is read to arouse interest in the goods mentioned and described. Artistic effects are temporary, while the effects of strong printed words last until they bring about the intention of the sender, which is to secure a customer.

Sometimes the printer will recall visions of his early days on the local paper when he was editor, publisher, typesetter, pressman, etc., inside and advertising solicitor and collector outside. He recalls the many, many ads which had to be written before they could be printed, the many, many advertisers whose only idea or interest in advertising was to say, "I'll take an eighth page every week and you know what kind of business I carry on. Just stick in whatever words you think best. You can do that better than I can anyway." So week after week the same copy appeared until the work-distracted publisher, etc., could find time to write up new copy.

"Excuse me from writing all the letters and booklets we print in order to get the proper selling effect, as you call it." So speaks the printer with the visions of the past in mind.

This is unnecessary and apart from what we had in view. The patron should, of course, furnish the copy or else be prepared to make proper payment for this service. If the patron is conducting a large business of any kind he probably has at least one employe whose business it is to write the copy for all advertising matter. This person is the proper one to consult with the printer in getting at the correct form of all printed matter. This is necessary to success since there are always certain words intended as headlines to attract the special attention of the reader. For these words to come together, set in small, solid type, is to cause them to lose their intended effect and become void of special meaning. The ad man and the printer with the copy before them should go over the copy making up a "dummy" or "lay-out" of the circular, folder or booklet as they go.

In this work the printer contributes the knowledge of types, their sizes, effects when set up, and all the powers and limitations of printing. Added to this he should have sufficient knowledge of printed salesmanship or advertising to know when the artistic does or does not agree with the commercial.

The advertising man possesses a knowledge of advertising, printed salesmanship, the effect of printed as well as spoken words upon humanity in general. He knows the goods described. He knows the class of people who will buy. He knows this class, their general tastes and likes. He SHOULD know the limitations of printing and the effects of various kinds which may be brought about with different printed forms.

Each of these men knows his own business and should know enough of the other's to enable each to understand what effect, artistic or commmercial, the other wishes to produce. When each comprehends the other's purpose and is able to understand the reason for such purpose, both can work together to far greater advantage.

On account of this connection between the occupation of the printer and the work of the advertising writer and salesman, it happens frequently that the most successful ad-writer is a graduate printer, sometimes a former salesman. Such men are more apt to become good ad writers

because of this former occupation which gives them a fuller view of the selling situation and the limitations of printing, as well as printed words. There comes a time when the artistic and the commercial may conflict. Which then is to prevail? Shall the pamphlet designed to arouse interest in same, sacrifice any of the needed description and selling words to the production of something which will arouse interest only in its beautiful and artistic appearance? The printer must learn to bow to the inevitable and produce work which will accomplish its intended mission in the most artistic form possible.

The printer must understand advertising and the salesmanship of printed words well enough to know when, if ever, they conflict with his conception of the artistic in form. He cannot otherwise know the correct form to use. Beautiful tinted effects on the finest hand made paper will be thrown away on the farmer, miner, factory man, and others to whom art is largely a sealed book. The kind of paper and types to which they are accustomed would lower the diamond, silk, old lace, or fur merchant in the eyes of his intended patrons. These are extremes which no printer would ever attempt to mingle, but there are many other instances far more common in occurrence which demand a union of the most highly trained judgments, as to advertising as well as to the artistic. For these the printer should prepare.

The commercial printer who possesses a good knowledge of advertising and the selling effect of the printed word, always has open an avenue for creating and enlarging his business in a way never thought of by the one who does not possess this added qualification for his trade. The printer who desires to build out and become known among a larger business circle has at his command one method of accomplishing the desired result which the merely artistic printer does not possess. Let us see what this opportunity is like and what it consists of.

This is a day of printed novelties of all kinds. The whole realm of fancy merchandise in paper, card-board, leather and the like has been invaded, and the results combined with the trade of the printer so as to produce an object possessing trade building value for the giver. Thus we see calendars, paper racks, fans, napkins, post cards and many other articles made from any material which will receive a printed impression that have been seized upon and made to serve as builders of trade, sellers of goods.

Some of these things, by reason of the printed message upon them, may possess some advertising value, but most of them depend upon the friendly feeling produced by the gift. Thus when any article of the kind is used, the user should study the effect to be produced—is it mere friendliness , is it the "keeping in mind" effect to be attained by the use of the article bearing the giver's name, or will it convey a direct selling message tending to effect the sale of certain goods?

Many printers keep articles of these kinds to be filled out for each customer as ordered. The live, up-to-date printer can add much to his custom by devising new goods of this class, or new forms of the old. Post cards have come to stay and the devise of new designs intended especially for different lines of business will prove remunerative to the deviser. New cards, new folders, fastening in a novel way, newly designed envelope faces to be printed in colors, these are only a few of the many ways in which inventive genius and the artistic sense may combine to work wonders for the printer.

But in the invention of all these novelties the printer must decide what effect he wishes to produce. He should remember that the broader the result accomplished the more valuable will be the article for commercial use. The mere feeling of friendly interest is good—very productive if well produced and properly followed up. It works to better advantage for the local merchant than for the mail order or wholesale dealer. If to this is added the effect of "keeping in mind" which is accomplished by the constant use or sight of the article, a little more good may be done. Best of all is the article which not only does the two things mentioned, but in addition is so constructed that either it or the message it bears is a strong selling argument for the goods of the giver. These are some of the results which a study of advertising will produce. It removes the blindness which must inevitably result from all selection otherwise made.

Aside from the fancy articles of utility, there is another line of printed goods probably more to the taste of the true printer than those mentioned. They consist of cards, folders, envelopes and the like designed to send out for advertising purposes but so made as to accomplish two or three purposes or to save labor usually reqired. Thus a folder may be so arranged that it also contains as a part of itself, easily detachable, card for reply to the proposition contained on the body of the folder. We have seen a folder so constructed that the name of the person to whom the folder was directed became without further writing the name and address signed at the bottom of an easily detachable card asking for additional information. The person receiving it had only to bend the portion of the folder along the dotted line, tear off and drop in the mail box. It was sent ready stamped in this instance. Under the principle that asking for information or printed matter must be made as easy as possible, this folder certainly takes the prize. It also serves as an example of a line of goods open to any other printer who knows WHY he makes them. In another article we hope to show cuts of several clever forms. These it is hoped may prove suggestive at least to wide-awake printers, who desire to expand their business along commerical forms.

DEAN WALTER WILLIAMS IS HONORED AND TALKS TO OKLAHOMA EDITORS.

The enterprising, progressive, beautiful Oklahoma City, the new State Capital, honored the Governor of the Commonwealth, and Past President Walter Williams, of the National Press Association, at the first annual banquet, of the Club Wednesday evening, Dec. 27th. Besides the guests of honor named, and the Governor's daughtr, the Daily Oklahoma says:

Several prominent men of Oklahoma City, and their ladies, and several editors from other cities over the state were present as guests of the ciub, in addition to Dean Williams.

Governor Cruce made a few remarks, but the feature of the evening was Dean Williams, who talked to the newspaper men as one brother to another. In spite of the fact that it was the third address he had delivered during the day, his voice was in good condition, and he held his audience remarkably, giving them many thoughts that will be treasured for many years.

After a sumptuous reparst, Governor Lee Cruce was introduced. His talk was replete with compliments to the newspapermen in general and the newspepers of the state of Oklahoma in particular.

"I realize that newspapers can do as much or more toward the development of a state as any other means, and I want to say that the papers of Oklahoma deserve great credit for the manner in which they have presented the

real, true Oklahoma to the outside world. It is largely due to them that the East is beginning to discover that Oklahoma is not only a civilized community, but one of the most progressive in the nation.

Ahead of the East.

"There is still quite a bit of work to do, however When I was in the east, several articles were written about my being th only Indian governor," at which everybody laughed, as Governor Lee Cruce does not happen to have a drop of Indian blood in his veins, being a Kentuckian of the old stock.

"Some New York people spoke to me about the missionaries they were helping support among the Comanche Indians, and I told them I believed they could do more good in New York City, for things are tolerated there that have been driven out of our commonwealth, and from a moral standpoint I believe we are far ahead of them."

The governor expressed the kindest regards for the newspaper men of Oklahoma, and stated that never yet had he known of one violating a confidence imposed upon him. He also said that he welcomes honest criticism, and that, in his opinion, newspapers that fail to criticise public officials when they needed it failed in their duty to the community.

At the conclusion of Governor Cruce's remarks, Mrs. Fred Scherubel, wife of the manager of the Skirvin, favored the banqueters with two beautiful vocal solos, which were much appreciated. Mrs. Scherubel is one of the most charming soloists of the city and has a personality and voice that combine to make her singing exceptionally pleasing.

Mr. Williams devoted a large part of his address to discussion of the aims, purposes and ideals of the schools of journalism. "One of the aims," said he, "is to teach the future journalists the real ethics of the profession; to teach them greater accuracy in writing, honesty, individual responsibility, honesty in advertising as well as in news columns, and that journalism is a profession.

"There has been a time when people said they believed a statement printed in a newspaper because it appeared in a newspaper, but now there are some people who say they do not believe a statement because it appeared in a newspaper. In the making of a newspaper the most important thing to bear in mind is accuracy. Be accurate in every statement; be accurate in the spelling of names and in every article written. Nothing is more disgusting to a reader than to see his name misspelled in a newspaper.

School of Journalism.

"Schools of journalism will do for the profession what schools have done for law and medicine. The profession of journalism is in its infancy. Knowledge of every subject is of benefit to the journalist, but there are a few subjects of more importance to him than others. For instance, the schools could teach history, for a writer must know of yesterday in order to write intelligently of today; he should know a great deal of political science, that which teaches of government, not merely of how to secure election to office, but upon the broader principles upon which governments are founded; the journalist should understand sociology, economics, etc., the knowledge of which will be of great benefit in his profession.

"One of the aims of the journalist should be to render service to the public. Perform public service, and be the attorney for the great mass of people, and defend their rights whenever such defense becomes necessary. The newspaper is of great influence in the country, and likewise the journalist wields great influence.

"A newspaper should be as honest in its advertising columns as in the news columns. The newspaper that prints matter in its advertising columns for pay, that it would not print in the news column, without pay, is unworthy of support. Advertisements should be honest, and nothing should be printed that is immoral, obscene, objectionable or deceptive. With honesty practiced in every department, the newspaper is bound to succeed, financially as well as in the other ways."

LETTER OF EXPLANATION

The Status of the Campaign Against Government Printed Envelopes.

Office of the Secretary
AMERICAN ENVELOPE MANUFACTURERS' ASS'N
Buffalo, N. Y., Dec. 26, '11

National Printer-Journalist, Chicago, Ill.

Dear Sir:—Your favor of Dec. 21st has been forwarded to me and contents noted. You might have printed your impressions without, I should say, any particular results, although I think you showed judgment in writing and allowing me to explain the conditions before you took the course you outline. The facts in the case are that I am the Secretary of the American Envelope Manufacturers' Association, who bore the principal burden in the recent fight against the Government printed, stamped envelopes. We furnished the sinews of war and did perhaps a major portion of the actual work. The outcome, if you will remember, was unsuccessful and the National Joint Committee ceased to exist. Our Association therefore appointed a Committee, to be called the National Committee, to operate along similar lines, in the hope of continuing the fight against the Government stamped envelope. The first step was to compile as large a list as possible of the users of Government printed, stamped envelopes. For a reason the writer signed the letters as Secretary because of his official position as Secretary of the A. E. M. A. The "ulterior design" to which you allude was to get as comprehensive a list as possible and thereafter approach same by correspondence with an appeal to drop the use of the Government envelope and revert to the envelopes manufacturd by outsid concerns, and sold either by them, or jobbers, or printers, or stationers, or whoever the case might be. The matter now, however, is of little moment. We found the results satisfactory in point of volume so satisfactory in this respect, that carrying out the plan of the Campaign—i. e., further correspondence and appeal, meant a large clerical force and expense that we did not care to shoulder. The matter therefore has been dropped, temporarily at least.

You may make such use of this letter as you see fit, but kindly disabuse your mind of anything questionable or crooked in connection with my signature on the letter, or the motives of this organization and its Committee.

Yours very truly,
American Envelope Manufacturers' Ass'n,
F. McB. DORRIS, Sec'y.

"WANTED"—TECHNICAL HIGH SCHOOL.

Cleveland, Dec. 28, 1911.

National Printer-Journalist, Chicago, Ill.

B. B. Herbert, Publisher.

Dear Mr. Herbert:—A most prosperous New Year we are wishing you in our season's greetings.

We should like a copy of the ".N' P.-J." for 1912, for our own, and for the use of our boys in Tech High School who are taking printing as a Technical Course.

Hoping the suggestion may meet your approval, I am

Yours very truly,

1412 E. 84th St. J. A. WEBSTER.

Mechanics of the Print Shop

By Alfred R. Gardner, Chicago, Ill.

DO PRINTERS generally realize the importance of mechanics in the economical production of good printing? With the advent of so many cost systems and their unquestioned benefit to the trade I sometimes think that the mechanical side of the business is being overlooked, or at any rate, neglected, and my attention has been quite forcibly called to this subject by observations made in several shops during past years. A few instances will suffice to illustrate this point. Some months ago I visited and became well acquainted with a shop doing publication work where the output was practically uniform throughout the entire year. This shop had a very elaborate cost system, which, considering the class of work done, to say the least, was of doubtful utility, yet the composing and press rooms were actually typographical museums. The composing room was just such as you would have found in any large country town twenty years ago, and the press room contained a specimen of almost every type of flat bed press that has been built during the last fifteen years, all of different sizes. Here was a press room with eight cylinder presses and a full force of employees, working from ten to fourteen hours per day, six days a week, on cheap magazine work, to turn out what should have been but ninety thousand printed sheets had the presses been of the proper size. The composing room was too ancient to merit description. This was a clear case of ignorance regarding the mechanics of a printing office, yet it was very hard to convince these people that they did not already have a thoroughly up-to-date plant, and it may be adding insult to injury to say that practically every item in the outfit had been purchased within the last three years.

Another instance was that of a shop having nine or ten cylinder presses of the best make, with a very modern composing room, both linotype and monotype machines, a first-class bindery, etc.; in fact, a shop that if rightly handled was capable of doing work the equal of any, yet they were grinding out the cheapest of cheap novel and hand bill work. This shop possessed a most elaborate cost system, which was clearly needed. They were capable of telling within a fraction of a cent just what every job cost. Yet the plant was lacking in that it had no mechanical ability at the head. Had the management possessed a knowledge of the mechanics of printing equal to their knowledge of cost systems the output and wear on equipment could have been reduced one-half and the income doubled or trebled; or if they wished to turn out the same grade of work the same capital invested in machinery made especially for this purpose would have enabled them to double their output, with a greatly increased percentage of profit.

But these are extremes and we should look at them as such; however, my observations lead me to believe that there are very few printing offices where there is not some chance to improve mechanically. In the first class composing room a thorough knowledge of mechanics as applied to the trade is just as essential as types or copy. If the compositor is to lay out his own work he must not only know how to set up the job in proper style, he must also be able to choose the materials best suited mechanically to the work in hand. Some work may be more economically set on the linotype than monotype, yet be defective mechanically, or vice versa. The same rule applies to hand composition of foundry type. Each is best in its proper place and no substitute can be used if good results are to be obtained, yet this requires a knowledge of the mechanical perfections and defects of the various systems.

Make-up also requires attention, for in this work there is abundant opportunity for the display of pure mechanical ability. A few bits of paper or strips of card board may cover up a multitude of evils or form part of a defective equipment but they cannot conceal mechanical defects.

Locking up the forms is much more important in modern print shops than in the days when short runs were almost universal, and the material which our predecessors thought suitable for furniture we cannot use for the better grade of work where mechanical accuracy is a necessity. I could never see the economy of spending thousands of dollars for type and type machines, that are almost the acme of mechanical perfection and using them in conjunction with wood furniture and reglet, which cannot be made accurate and is impossible to keep so, under the conditions in which it is used, if it was mechanically possible to make it. And a word regarding steel furniture: Some printers object to it because it will not "give." This is one of its best features. To secure first-class work with a minimum wear, the type, cuts furniture, everything in the form must be absolutely accurate and unyielding.

In connection with locking up is the subject of patent blocks. Where the average runs are short, convenience or ease of handling should receive more than passing attention, but with long, heavy runs absolute accuracy and rigidity and their maintainance must be the first consideration. Thus bases which might answer all purposes in some shops would be wholly unsuited for others because mechanically defective for the class of work done.

The subject of electros, whether copper, nickel or iron, requires a good knowledge of print shop mechanics if the best results are to be obtained. Their economy for many kinds of color work and for long runs can scarcely be questioned, yet I know of shops that do not use them many times where they should; and others who use them on almost every occasion, often at a loss. The use of pattern plates and the repair of damaged electros is a part of the mechanics of printing not nearly so well understood as it should be. I have known of perfectly good electros containing original half-tones being replaced because the solder joining the two plates failed to hold, the press standing during the meantime. This fault which has been found very difficult to guard against in the foundry, is not such as to warrant the making of new plates, for the defect can be very readily remedied by re-soldering the parts if they are not worn or otherwise damaged. And the repair takes but a few moments. Damaged letters in electros can also be corrected by having the foundry solder in type in their stead.

The successful use and correction of pattern plates is a somewhat difficult proposition for the ordinary printer, but the economy of their use for many classes of work, if properly handled, is such that no printer can afford to overlook them. Several years ago I became acquainted with a shop that had undertaken to print a revision of a work of something over 3000 pages and had acquired the pattern plates of the previous edition. About twenty-five per cent of the copy was new but fully sixty per cent of the plates should have been saved, yet as the work was handled, entirely new patern plates had to be made for practically the entire job. This loss could be attributed

partly to poor mechanical equipment but more to a lack of the proper knowledge of the subject.

I do not wish to be understood as disparaging the necessity of first-class cost systems or the immense good they are doing, but have not printers in some instances allowed the mechanical side of the business to sink to a level beneath that which it normally occupies? There are very few shops, nowadays, of much importance which do not employ a cost expert, or at least some sort of a cost system, yet how many of them employ a mechanician who is capable of supplying the same relative information regarding the mechanics of printing as the cost expert does of the financial?

REMEMBERING PAST PRESIDENT.

W. S. Cappeller, Deceased.

Past President R. H. Henry, of the National Press Association, and editor of "The Daily Clarion Ledger," of Jackson, Miss., in speaking, in his paper on Dec. 16th, of the recent demise of Past President W. S. Cappeller, of the Mansfield, Ohio, "Daily News," says:

The National Printer-Journalist, of Chicago, brings an item of news that will be read with sadness by editors of Mississippi who have been delegates to or officers in the National Editorial Association—the announcement of the death of W. S. Cappeller, of the Mansfield, Ohio, News, one of the best known editors of the Buckeye State, and a regular attendant upon the meetings of the Association, which he assisted in organizing in New Orleans, in 1885.

After paying a beautiful tribute to the memory of Mr. Cappeller, the National Printer-Journalist says:

"Of the twenty-six Past Presidents of the National Editorial Association, W. S. Cappeller is the fourth to die. The others who have passed away are: Chas. A. Lee, of Rhode Island; R. H. Thomas, of Pennsylvania, and Hon. Matt. Parrott, of Iowa. Considering that nearly all the men, who have served as Presidents of the Association, were well along past forty, and most of them past fifty years of age when chosen to the Presidency, it is worthy of thought that time has dealt kindly with them, and death has spared them beyond the limits of life of the average among so great a number of elderly men."

Following are the names of the twenty-six Past-Presidents referred to: B. B. Herbert, of Illinois; C. H. Jones, of New York; A. B. White, of West Virginia; Jas. R. Bettis, of Missouri; Chas. A. Lee, of Rhode Island; E. W. Stephens, of Missouri; W. S. Cappeller, of Ohio; B. J. Price, District of Columbia; Walter Williams, of Missouri; A. O. Bunnell, of New York; R. H. Thomas, of Pennsylvania; Louis Holtman, of Indiana; Jos. B. McCabe, of Massachusetts; R. H. Henry, of Mississippi; Matt Parrott of Iowa; F. B. Baillio, of Texas; Albert Tozier, of Oregon; Garry A. Willard, of New York; P. V. Collins, of Minnesota; W. W. Screws, of Alabama; John Dymond, of Louisiana; Jno. E. Junkin, of Kansas; H. B. Varner, of North Carolina; W. H. Mayes, of Texas; A. M. Pomeroy, of Pennsylvania; J. P. Baumgartner, of California.

At the Indianapolis meeting of the National Editorial Association, Past President Holtman gave the ten Past Presidents in attendance an elegant banquet at the Claypool Hotel, when each made little talks about some incident during his administration; those who took part on that convivial occasion being B. B. Herbert, of Illinois; Jas. R. Bettis, of Missouri; W. S. Cappeller, of Ohio; Louis Holtman, of Indiana; R. H. Henry, of Mississippi; Albert Tozier, of Oregon; Garry A. Willard, of New York; P. V. Collins, of Minnesota; W. W. Screws, of Alabama, and John Dymond, of Louisiana; the names being given in order of election.

Wit, humor, eloquence, and brilliant expressions, reigned supreme at that convivial banquet board. The past was lived over again by congenial spirits. Cappeller was the life of the party, the best entertainer present, and the pleasant little speeches that he delivered, the brilliant remarks that he made, the rich repartee that he indulged in, were applauded to the echo, and greatly enjoyed by his associates.

After the banquet, a photo was taken of the group of Past Presidents, seated in the order as given above, and each member was presented with a copy, which he promised to have framed, and cherish as one of the most pleasant features of the National Editorial Association. The group was unbroken until a few days ago, when Cappeller, the premier of that joyous evening, was called to cross the silent river, to journey to that undiscovered country from which no traveller returns, where, let us hope, after life's fitful fever, he sleeps well, where his spirit may shine as brightly as glowed his life on earth.

"THE WRITING OF NEWS."

In first announcing plans for a National Editorial Association in 1884, one of our contentions was for the building up of a literature and text books of journalism. In the President's address before the convention at Cincinnati, in Feb. 1886, we said: "No profession can make great advances without a professional literature. That literature can, in a measure, be built up by such meetings as the present, at which carefully prepared papers on the various branches of editorial work are read and discussed by practical editors, who, by years of struggle and experience, have met and mastered the difficulties of this highest of callings. These papers and discussions published in book form, will awaken new thought and criticism, and result in constantly advancing, improving and building up a professional literature, that will become, in the end, as valuable as our standard treatises in law and medicine." This quotation is made to emphasize the fact of our great interest in all books that are written for the information and improvement of the members of the newspaper calling. During the past few months two works coming from teachers of Journalism in the University of Missouri, have reached our desk for review. The book that is before us, that bears the title, quoted as the caption of this article, is by Charles G. Ross, Assistant Professor of Journalism at the University of Missouri, and is published by Henry Holt & Co., New York City. A favorable impression is made on our mind by the dedication of the book to the author's mother. If every newspaper writer kept in mind a loving mother and all her devotion and care for pure and noble living, the newspaper press would be revolutionized in a day.

This book deals, at first, with the foundations for good newspaper writing; explanations are given of newspaper terminology and then simple directions as to preparing copy are given.

The second chapter deals with "The English of the Newspaper" and gives "clarity, force and grace" as the recognized qualities of good style. "Clearness, Conciseness," and "Force" are considered, explained and enforced, under these three sub-heads. Then follows "Suggestions for Home or Class Room Study." Examples are given of proper and of incorrect style and the student

is asked to rewrite and correct. "The Writer's Viewpoint" is the title of the third chapter. The qualities of the ideal news story, apart from questions of style are given as: "1—It is written without prejudice. It is fair both in spirit and in detail. 2—It is written from an impersonal, objective viewpoine. 3—It is written in good taste. "4—It has originality." Each of these qualities is fully considered and ably treated. In this way, the author advances through the fifteen chapters, dealing with the "Importance of Accuracy," "News Value," "Writing the Head," "The Story Proper," "The Feature Story," and so on to the end.

The text is instructive, and the quoted illustrations of good newspaper writing are illuminating and inspiring. The work does not contain all that is to be written as to newspaper writing and editing, but it contains very much that is worth while. We are glad that, at the same time that we advocated a National Editorial Association and the building up a professional literature through papers, discussions and criticisms at its conventions, we also advocated schools of journalism and departments of journalism in existing universities, for it is now evident. as is natural and wholly to be expected, books of newspaper making are to come largely from the very necessity of systematic, scientific teaching in the schools; and to the schools, rather than to editorial conventions, we are to look for a classified, authoritative professional literature for the calling.

VALUE OF CLASSIFIED ADVERTISING.

Roscoe E. Haynes.

Evidently few country newspaper publishers realize the value of classified advertising, leaving their brethren in the larger cities and towns in undisputed possession of this lucrative field.

It is the writer's experience that among those publishers of weeklies who have tried the experiment, there are few, if any, who would return to the "go-as-you-please" style of handling their reading notices.

The classification of such advertisements, though causing a certain amount of extra work in making up the forms, increases the "publishing" power of the notices fully 100 percent, as readers soon become accustomed to scanning the classified columns to see what special offerings are being made from week to week.

With increased efficiency and consequent additional value to the advertiser, comes the possibility of more profit to the publisher and what was once a "hit-or-miss" matter of a few nickles or dimes, each week, becomes through classification, a regular and dependable source of income. And the income from this advertising is bound to increase steadily as subscribers and patrons alike, become more familiar with the system and its mutual advantages.

If you have not adopted this method in your business, do not hesitate to try the experiment at once for if nothing more than a "For Sale" column be established, the returns will more than offset the small amount of work made necessary and in a short time the system will be sure to bring greatly increased revenue.

JAMES G. CAMPBELL, DECEASED.

James G. Campbell died at his home, Morgan Park, Chicago, on December 16th, ultimo. Few men were so widely known in printing circles as was "Jimmie" Campbell, as he was familiarily called. Of his early life we know very little, but he commenced his connection with the printing press trade in 1877, and was connected with the Miehle Printing Press and Mfg. Co. at the time of his death. He was salesman for the territory of Missouri and part of Illinois, with headquarters at St. Louis, Mo., from February1, 1906, until his demise on above date. The Miehle Printing Press and Mfg. Co. loses in Mr. Campbell one of their most efficient and reliable salesmen.

Mr. Campbell first entered the employ of the Campbell Printing Press & Manufacturing Company. He was, however, no relation to Mr. Andrew Campbell, after whom that company was named. Prior to his connection with the Campbell Company, he was a pressman in New York City and entered the Campbell Company for the purpose of becoming a salesman. With this end in view he worked first in the factory shop in order to familiarize himself with the different types of machines manufactured by that company, after which he started selling on the road. His technical knowledge was such that he practically erected every press he sold. Having achieved a reputation as one of the best salesmen of flat-bed printing presses in the United States, he was sent West and became affiliated with the Chicago office of the Campbell Company, at that time under the management of Mr. A. T. H. Brower. He remained with the Campbell Printing Press & Mfg. Co. until they discontinued the manufacture of printing presses and had been in the employ of the Miehle Press & Mfg. Co. since February 1, 1906.

PRACTICAL ASSOCIATION WORK

"Promising Adequate and Substantial Reward."

Office of Secretary
LIVINGSTON PRESS ASSOCIATION

Caledonia, N. Y., Dec. 9, 1911.

A business meeting of this Association will be held at the Scoville House, Mt. Morris, Saturday, January 6, 1912, at 10 o'clock A. M.

In place of the announcement of a formal program each member is requested to come prepared to bring before the meeting any practical question of the craft in which he is particularly interested, either for inquiry or information. In other words let this be an old-fashioned experience meeting.

Subjects suggested are:

Cost System; Selling Space Instead of Advertising; Ready Prints vs. Plate Matter; Subscription Contests; Premium Giving; Conforming to Post Office Rules on Subscriptions; Political Advertising; Booming Church and Other Local Fairs; Cutting Prices; Objectionable Advertising, etc., etc.

Incidentally suggestions are solicited regarding the character and scope of the twentieth anniversary meeting to be held in May.

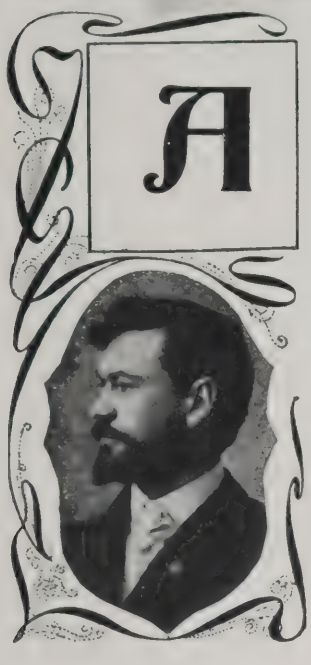
Every editor in the county is earnestly requested to be present at this business meeting in the spirit of true comradeship, fully awake to the fact that never in the history of newspaperdom has the outlook been so promising for substantial and tdequate rewards to intelligent and enterprising members of our craft.

If you do not belong to this organization do not let that keep you away. We want every editor to join it.

A. O. BUNNELL, Pres.
C. K. SANDERS, Vice-Pres.
R. A. PECK, Sec'y and Treas.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.



ALTHOUGH I have ceased the practice personally, and deplore it in others, still I maintain that that publisher who continues to send his paper to a subscriber for time unlimited, without re-order or recompense, does not perpetrate nearly so great an imposition upon that subscriber, as that subscriber does upon the publisher, who continues to accept the paper, week after week, and year after year, without murmur of protest or displeasure, with apparent willful and premeditated intent of refusing to pay for what he is receiving when the day of settlement shall finally come.

The ordinary subscriber to a newspaper is always pretty thoroughly protected by the postal laws. All he has to do any time he doesn't want a newspaper is to refuse to accept it—tell his postmaster or rural carrier to "chuck it." That puts an end to the matter right there. But under the system generally in practice among country publishers, if a paper is not ordered stopped, or refused, the publisher takes it for granted that the subscriber wants the publication and uses it, and there's no reasonable proof to the contrary.

Several of such cases have been carried up to the supreme courts of the country from time to time, and in each instance, so far as I have learned, the result has been the same. One judge held that the acceptance of a newspaper is prima facie evidence of use, and what one uses of the product of another man's money and labor, he must by all the laws of justice and equity pay for.

One of the latest cases of this kind to be reported is that of a Butler, Missouri, publisher who brought suit against one of his subscribers who had taken the paper for a time and then refused to pay, after the old fashion with which so many of us newspaper-makers are so sadly familiar. This subscriber, it is alleged, even showed to the magistrate that he had ordered the sheet discontinued, yet the court of appeals held that the mere acceptance of a paper created a liability. In summing up the case, the judge is reported to have said:

"The preparation and publication of a newspaper involves much physical and mental labor,

FALL OPENING
Hundreds attended our Fall Opening during the Past Week Eager to View the New Styles that Will Reign this Season
Wonderfully Beautiful Styles
Ladies' and Misses' Plush and Caracul Coats
$10.00 up to $37.50
Double-Faced Materials are in Great Demand
$5.00 to $16.50
The Best of the Fall Silks and Dress Fabrics are here
50c
85c
$1.25
$1.00
$1.50
Irrisistible Styles in New Fall Dresses
$16.50
$12.75
$16.50
$6.50 to $15.00
$7.50
This Season's Sweater Coats are Beauties
Aviation Caps
Men's and Boys' Overcoats and Suits
SPECIAL SALE OF MEN'S KNITTED SILK NECK TIES. FOUR-IN-HAND STYLE
25c
Pretty Dress Trimmings
Ready-to-Use Bedding at Way Below Market Prices
KNAUF & TESCH CO.

No. 1

as well as the outlay of money. One who accepts the paper by continuously taking it from the postoffice, receives a benefit and pleasure arising from such labor and expenditure as fully as if he had appropriated any other product of another man's labor, and by such act he must be held liable for the subscription price."

It would seem that it were hardly required

that one be a printer-journalist to fully appreciate the cogency and soundness of this judge's opinion of this matter; but, since this is the beginning of a new year, and therefore a fit season for innovations and good resolutions, let all of us publishers join in making a definite end of all such troublesome cases, by simply adopting the cash-in-advance-discontinue-at-time-of-expiration plan. It is merely a matter of good business sense, which in its turn is a thing of ineffable value that every newspaper man should diligently cultivate.

I have some later copies of the Chilton, Wisconsin, Times, which was so thoroughly reviewed in this department of last November, and am highly pleased to note several extremely

What 10c
If You Have Not Inspected Our New Models in Men's, Women's and Children's Apparel and Accessories You Still Have a Real Treat in Store—in This Store.
Come Now to See Our Interesting Exhibit of All Worth While Styles for Fall and Winter It is at Its Best Right Now.
Assortments are most complete—Styles are freshly new and absolutely authentic. Prices are moderate as only large purchases from first sources for spot cash can make them.
Next Month you may not have as broad a selection from which to satisfy your preference.
You will find exceptional buying opportunities in all departments, but especially in ready to wear garments, Men's Clothing, Furs, Sweaters, Dress Goods and Dress Trimmings. Look below and then come and look here.
Ladies' and Misses' Dresses
Women's Furs of Unusual Merit at $10.00 to $75.00
Dress Trimmings
Suits
at $10.00 to $25.00
Dry Goods Specials
Hand Mirrors
New Royal Society Fancy Work
Lace Collars
Men's Fine Shirts for Dress Wear at $1.00
Have You Seen the Swell Crocheted Four-in-Hand Men's Neckties?
25c
MORE POPULAR THAN EVER in Paris, Vienna, New York, the Leading Style Centers.
Plush and Caracul Coats for Ladies Winter Wear
Fall & Winter Shoes
Sweaters
Aviation Caps
50c to $2.50
KNAUF & TESCH CO.
$10.00 to $37.50

No 2

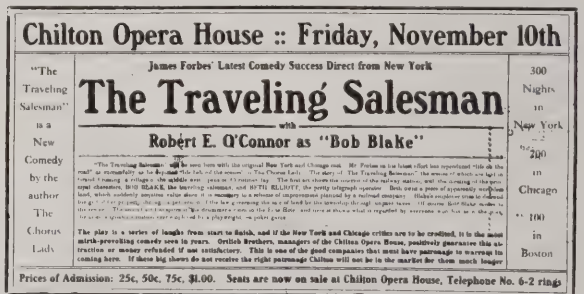
pretty advertisement creations. Four of these are being reproduced herewith as Exhibits 1, 2, 3 and 4. So far as I, as the critic—so far as any practicable advertiser—could be concerned, these advertisements are all that could be desired. There is a fine degree of simplicity in them, that ineffable quality of clearness and distinctness of prices and display, and a layout of balance and symmetry. The neat and masterful way in which the panels have been arranged, and the treatment throughout all of these specimens, furnish the student printer a valuable lesson.

I have just finished reading the editorial departments in a dozen or more late copies of the Bucklin, Kansas, Banner, that wide-awake little weekly so exhaustively criticised in my last November's installment, and I am left with a sin-

Winter Coats for Children, Girls and Women
Beautiful Materials for Party Dresses and Evening Gowns
Winter Overcoats for Men and Boys
Winter's Coming! You will need Winter Bedding to keep Warm
Art Glass and China
Stylish Dress Trimmings
The Store of "Quality"
KNAUF & TESCH CO.
Chilton Wisconsin

No. 3

cere admiration for the author of those unique paragraphs. Editor J. B. Miller has that inimitable faculty of forcing his personality into the written line, and getting right under the ribs of his readers. He deals with things off-hand, in a plain and simple fashion—shoots without taking a rest, as it were, and I'm bound to add that he's an excellent marksman. He dips into politics, local, state and national, dashes off home-town boosts, roasts local evils, springs philosophical


Chilton Opera House :: Friday, November 10th
James Forbes' Latest Comedy Success Direct from New York
The Traveling Salesman
with
Robert E. O'Connor as "Bob Blake"
"The Traveling Salesman" is a New Comedy by the author The Chorus Lady
300 Nights in New York
200 in Chicago
100 in Boston
Prices of Admission: 25c, 50c, 75c, $1.00. Seats are now on sale at Chilton Opera House, Telephone No. 6-2 rings

No. 4

squibs, moralizes, and opens his heart and his print-shop to his most distant reader. In my following quotations I shall, by necessity of a sense of consistency, confine myself to his shop talk only: Here is one of his witty confidences:

A representative of the Merganthaler Linotype company called on The Banner Friday. He had a fine machine to sell, and told me how I could make the thing pay for itself, but could not evolve a scheme by which it could earn me enough to make the initial payment before it was installed.

And in the paragraph next following, Brother Miller gives expression to a thought upon which

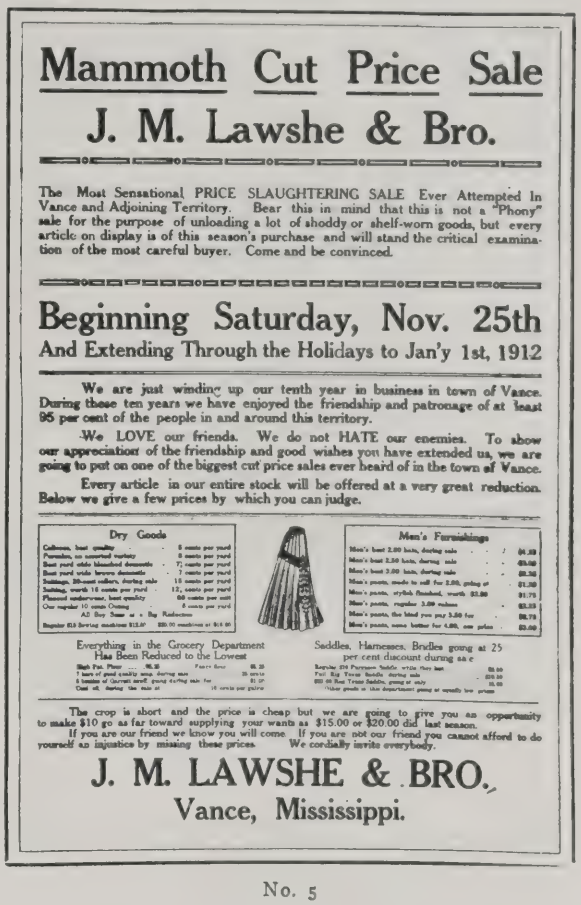
all of us country publishers would do well to dwell seriously. For my part, I must fully agree with him:

> The Banner does not club with any other paper. Whenever I can print the paper for less than a dollar a year, I will cut the price without requiring the subscriber to take some other publication to get the reduction. An offer to club is to my notion an admission that a paper is not worth the price asked, and I draw the line at working up a subscription list for another paper and then paying the expense.

The next and last quotation which I shall make, although somewhat lengthy, so accurately describes the condition in the average country newspaper office, that I cannot forego repeating it. I call particular attention to Brother Miller's honorable shouldering of the blame, and not laying it to the compositor, as is so frequently done by country editors, in their next issue following the blunder. Of course, no one can get around the fact that the compositor is partly at fault, but in most all country offices the editor is the proof-reader and is therefore responsible for all errors, and is the more the gentleman, anyway, if he, with the public, at least, acknowledges as much. In some printing offices I have known, so soon as the paper was off, the force relaxed and with more or less dilly-dallying spent the time intervening between the one press day and the dawn of the next, when the strenuous hustle had to be resumed; but I sincerely trust this is not true in the Banner office. Wherever that condition obtains, however, wherefore the rush is easily explained. After referring in an introductory way to complaints from a couple of sources anent errors in the Banner, Editor Miller continues:

> . . . . And the saddest part of the story is the fact that both were justified. I simply plead guilty. I also realize that it is useless to lay the blame on my printers. The editor alone is responsible, as it is his duty to see that corrections are made.
>
> And I want to say that no one despises an error more than the editor. I use all vigilance to prevent them from appearing in the paper, but under certain conditions it is almost impossible.
>
> The one thing which causes the greatest number of mistakes is the rush on press day. The day on which the last form goes to press is always a nightmare for printers, as every nerve and muscle must be strained to the limit to handle the work on that day. The average print shop does more work on Wednesday and Thursday than the four days previous, but not from choice. And right here is where I am going to ask the assistance of all in ridding the paper of errors. When the work is rushed to the limit they are bound to occur, but if the work can be scattered out over the time, there is no liability of any serious mistake. Therefore, friends, do not wait to send items, advertising or articles of any kind, until Wednesday or Thursday, but get them into the office Saturday, Monday or Tuesday. Then the typesetters will have something to work on all week and the proof can be carefully read, corrected and read again. This would be a big help to the paper, minimize the danger of errors, allow the paper to appear on time and make press day an ordinary work day. I and my printers are human beings and having such great opportunities to commit errors it is to be wondered that there are no more; but if we can have the help of all in this matter, the benefit will be mutual.

The Herald-Progress comes from the "sunny south," being a representative of Sumner, Miss., and whenever it shows up in my office, I have a renewal of faith in Tallahatchie county, Mississippi, which is as it should be—as it will be, if the paper is right. The Herald-Progress is an all-home-print sheet, and, as a consequence, runs a considerable amount of plate in some of its



Mammoth Cut Price Sale

J. M. Lawshe & Bro.

The Most Sensational PRICE SLAUGHTERING SALE Ever Attempted In Vance and Adjoining Territory. Bear this in mind that this is not a "Phony" sale for the purpose of unloading a lot of shoddy or shelf-worn goods, but every article on display is of this season's purchase and will stand the critical examination of the most careful buyer. Come and be convinced.

Beginning Saturday, Nov. 25th

And Extending Through the Holidays to Jan'y 1st, 1912

We are just winding up our tenth year in business in town of Vance. During these ten years we have enjoyed the friendship and patronage of at least 95 per cent of the people in and around this territory.

We LOVE our friends. We do not HATE our enemies. To show our appreciation of the friendship and good wishes you have extended us, we are going to put on one of the biggest cut price sales ever heard of in the town of Vance.

Every article in our entire stock will be offered at a very great reduction. Below we give a few prices by which you can judge.

Dry Goods

Men's Furnishings

Everything in the Grocery Department Has Been Reduced to the Lowest

Saddles, Harnesses, Bridles going at 25 per cent discount during sale

The crop is short and the price is cheap but we are going to give you an opportunity to make $10 go as far toward supplying your wants as $15.00 or $20.00 did last season.

If you are our friend we know you will come. If you are not our friend you cannot afford to do yourself an injustice by missing these prices. We cordially invite everybody.

J. M. LAWSHE & BRO.

Vance, Mississippi.

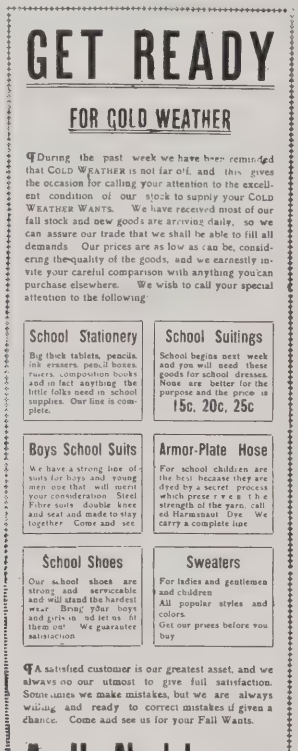
No. 5

editions. This makes one very undesirable effect: The plate matter is in much smaller face than that used generally in the body of the paper, and the two faces intermingling throughout the pages lend an unpleasing aspect. The plate service employed is profusely illustrated, which gives a bright turn to this paper, and much of the local stuff is of good character. The front page is kept clear of displayed advertisements, with which, on the contrary, the balance of the sheet is liberally supplied. As the accompanying reproduction of a full-page specimen will verify, some of this is very ably executed at the hands of the compositor (Exhibit 5).

The Clarion, of Calhoun, Missouri, is an old-time friend of this department of the National Printer-Journalist, and I am pleased to again find copies of it on my desk. Regretably, the Clarion is guilty of one unpardonable sin: It runs displayed advertising on its first page. Whether the change is to be permanent or not,

time will tell, but I note that the latest copy of this sheet at hand shows a reduction in size from six- to five-column quarto. I do not know what to make of the decrease in space. I am always happier when I have news of a contrary nature, because when the paper is growing bigger, that indicates prosperity and promises more business for the future.

The Herald, Canova, S. D., is another sheet which takes great apparent pride in maintaining a clean front page. The makers of this paper are evidently not satisfied with a clean front page, only, but they do what they can from issue



GET READY

FOR COLD WEATHER

¶During the past week we have been reminded that COLD WEATHER is not far off, and this gives the occasion for calling your attention to the excellent condition of our stock to supply your COLD WEATHER WANTS. We have received most of our fall stock and new goods are arriving daily, so we can assure our trade that we shall be able to fill all demands. Our prices are as low as can be, considering the quality of the goods, and we earnestly invite your careful comparison with anything you can purchase elsewhere. We wish to call your special attention to the following

School Stationery
Big thick tablets, pencils, ink erasers, pencil boxes, rulers, composition books and in fact anything the little folks need in school supplies. Our line is complete.

School Suitings
School begins next week and you will need these goods for school dresses. None are better for the purpose and the price is 15c, 20c, 25c

Boys School Suits
We have a strong line of school suits for boys and young men one that will merit your consideration. Steel Fibre suits double knee and seat and made to stay together. Come and see

Armor-Plate Hose
For school children are the best because they are dyed by a secret process which preserves the strength of the yarn, called Harmsnaut Dye. We carry a complete line

School Shoes
Our school shoes are strong and serviceable and will stand the hardest wear. Bring your boys and girls and let us fit them out. We guarantee satisfaction.

Sweaters
For ladies and gentlemen and children. All popular styles and colors. Get our prices before you buy

¶A satisfied customer is our greatest asset, and we always do our utmost to give full satisfaction. Sometimes we make mistakes, but we are always willing and ready to correct mistakes if given a chance. Come and see us for your Fall Wants.

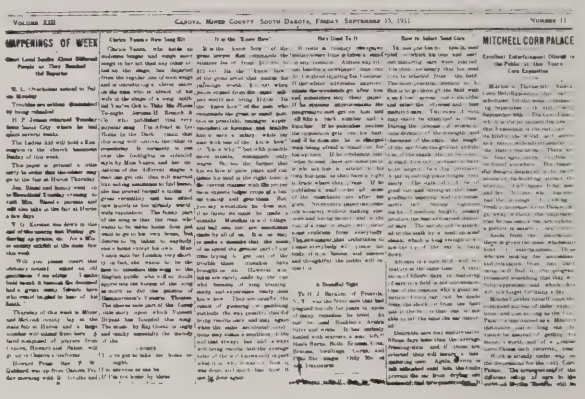
A. H. Nohlgren

Canova, South Dakota

No. 6

to issue to make their front page neat and attractive besides. The success in this respect is highly in evidence in the two late copies of the Herald now lying before me. Another feature which adds materially to the beauty of this paper is the excellent print secured. The dress is in good shape and impression and distribution of ink excellent. The Herald consists of eight six-columned pages, a folio printed entirely in the home office, inside of which is inserted a similar folio, which is bought ready-printed. It is beyond cavil, a very creditable weekly, and this remark covers the contents and the work of the editor as well as all mechanical features. The first page holds an abundance of atttractive headed stories and throughout the remaining pages are to be found an excellent editorial department, a pageful of short locals, well gathered and written, besides a lot of newsletters from special correspondents. Dean C. Trippler is the worthy editor and publisher of this bright

THE CANOVA HERALD



No. 7

paper, and to him I extend fraternal congratulations. Exhibit 6 shows one of the well-set ads from this specimen, while exhibit 7 is the upper half of one of the pleasing initial pages.

Four full-quarto sections, all replete with appropriate matter, and profusely illustrated, and largely patronized by local advertisers, consti-

SECTION TWO — THE INTERSTATE FAIR EDITION — PAGES 9 TO 16

Golden Valley Chronicle

CAMPBELL, FATHER OF DRY FARMING, IS COMING

The World's Greatest Expert on the Cultivation of the Soil Will Speak at the Interstate Fair, Wednesday, September 27, 2 P. M.

He Has Done More Than Any Man Living or Dead to Conquer the Semi-Arid Regions of the World

Fair Manager C. D. Harlow Through whose efforts Mr. Campbell was secured

No. 8

tuted the Golden Valley Chronicle's Interstate Fair edition of last September, which up to date I have lacked the opportunity to mention. The Chronicle is published at Beach, "the wonder

city" of North Dakota, and the paper itself is quite as wonderful as the live little city from which it emanates. The Chronicle is strictly modern in every feature. There is in its pages every evidence of a thoroughly up-to-date equipment, of live intelligent men behind it, and of progressive, appreciative men before it as patrons. The net result is a sheet of which a much larger town might easily be proud. This interstate edition was in reality a booster edition for Beach, and likewise a vehicle for boosting the Chronicle's business, and as such it was undoubtedly a fine success. The manner in which the special edition was gotten up editorially was highly complimentary to the men behind the

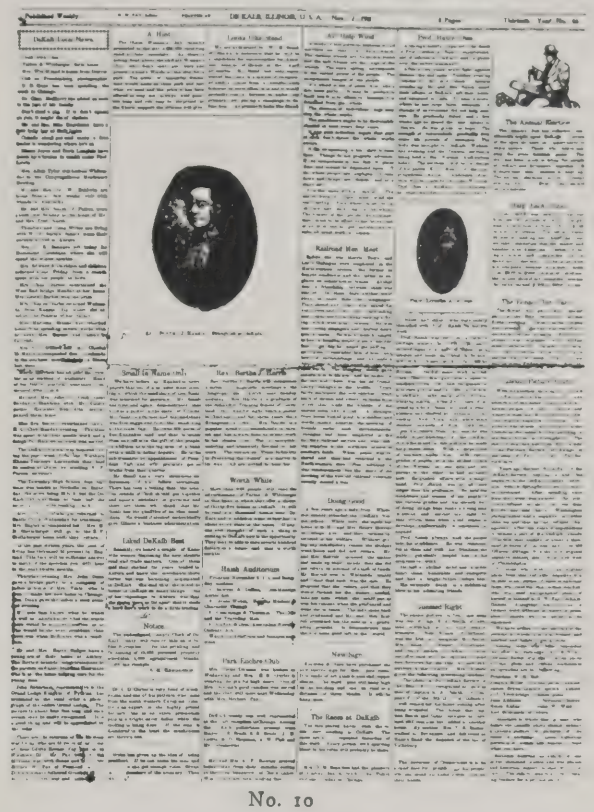
We'll Be There! — Where?
At the Interstate Fair
With an exhibit such as you see at the State Fair
Daily Exhibition
We will give a demonstration of the Spaulding Deep Tilling machine every day, and many other attractions which we cannot now enumerate for want of time---too busy getting ready.
Now Don't Disappoint Us, for We'll Be Looking for You
BEACH IMPLEMENT CO.
Col. Wermerskirchen, Manager

No. 9

project, and no less a compliment is due the mechanical force also. The matter was all well chosen and well written, and when it came to the lads who reduced those many articles to type, set them in the forms and embellished them with appropriate headings, etc., nothing was neglected or slighted. Page after page of this enormous special was filled with display advertisements, and, so far as I can see, each received the same careful consideration. The presswork was well handled, too, so that there was practically nothing left open to criticism. One of the strong front pages in this excellent big special is being shown as exhibit 8, while in exhibit 9 may be seen the reproduction of one of the attractive half-page ads. I never saw a more commendable effort than this special edition of the Golden Valley Chronicle.

That, withal, the DeKalb, Illinois, Review is a creditable weekly, can be seen almost at once by glancing at the miniature reproduction of the first page shown as exhibit 10. Herbert Wells Fay is editor of this interesting sheet, and seems to be something of a state historian, among other things having collected a lot of data concerning the life of the sainted Lincoln and of the lives of other great men which Illinois, and DeKalb especially, have produced. There is something more than the average in the contents of this publication, the typographical styles are simplified and therefore naturally dignified, and with a clean, even impression, the fin-

THE DEKALB REVIEW.

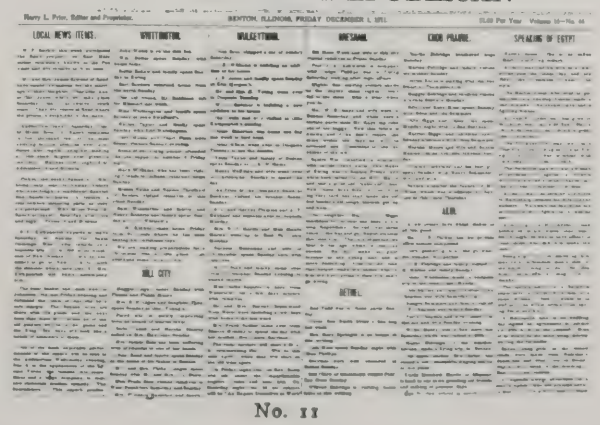


No. 10

ished result is a veritable joy to the heart of one who is educated to appreciate such things. A furniture advertisement in this issue of the Review has been marked, apparently with the view to calling my special notice to the thing, but as there is nothing about the specimen of especial merit, I must pass it without further comment.

Another Illinois sheet which is very similar in quality to the paper reviewed in the foregoing

THE BENTON REPUBLICAN



No. 11

paragraph is the Benton Republican. Its most noticeable feature is the fine abundance of coun-

try news-letters, of which the first page consists to the exclusion of almost everything else. The composition of the straight matter is exceptionally well done (there is such a thing, you know, as good and bad type-setting) and all matter carefully graduated. I despise the black condensed Gothic head-lines, however, and the glaring, useless periods at the end of each one of them. The impression on the Republican is very fine and the contents wholly commendable. The advertisement composition generally is fairly neat and serviceable, although hardly artistic. Harry L. Freir is editor and proprietor. The upper half of the spotless front page of this sheet may be seen in exhibit 11.

Exhibits 12 and 13 are advertisements from the Laurel, Nebraska, Advocate, whose columns are brimful of good things, including a lot more

Closing Out Sale of

MEN'S FUR COATS

Having decided to discontinue carrying Men's Fur Coats in stock we offer special inducements to clean up balance on hand, consisting of six coats as follows.

Description	Former price	Closing price
One Bulgarian Lamb, blended Mink collar, size 40	$25.00	$17.95
One coat, same description as above, size 36	$25.00	$17.95
One black imitation Astrakhan, muskrat collar, sized	$35.00	$27.45
One black Russian Calf, plain, size 42	$31.00	$24.95
One black China sheep, plain, size 36	$19.00	$14.95
One black China sheep, plain, size 44	$19.00	$14.95

The above are all high grade guaranteed coats of superior make, all well furred and quilted linings. The greatest values ever offered in fur coats in this locality and a chance to secure them at these extremely low prices at the beginning of the season. Call early, as there is a limited number

Hoile & Ware

No. 12

of such well-set advertisements as those shown herewith. In addition to the ads, it is only fair to add that there are local news in abundance

Here at This Store You Get the Best and Most Valuable Goods On Earth

..... and You Don't Have to Pay Extra for Them .....

An interesting exhibit of New Suits and Overcoats at value betterment prices: a showing that is sure to please all men who know what is right in style and who appreciate high qualities at moderate prices. We'll take just as much pleasure in showing them to you when you come to look as when you come to buy.

If you doubt our ability to sell you better shoes for less money than any other store, come and see our great big line of these goods. We are sure you will be able to see the advantage of buying here as soon as you see the values we are offering. A good time to find out is when you need your next pair of shoes.

ECONOMY CLOTHING COMPANY

No. 13

and other excellent reading matter. An especially likeable feature in this sheet is its admirably clean front page, and the excellent contents thereof deserve special praise, also. This initial page is made up in an extremely neat fashion, too, the man who did the job evidently possessing a sense of art and balance. Presswork is first class.

For some weeks I have had a copy of the Elkhorn, Wisconsin, Independent on hand, awaiting such time as I might find opportunity to inspect it. I find it now a very pleasing specimen. Its contents are delightful, all editorial, news and special features being exceptionally well done. It has a clean front page and a plain, neat typography, all of which combine in pure exquisite dignity. Messrs. Eames & Snyder are the edi-

PART I THE ELKHORN INDEPENDENT. Pages 1-8

VOL. LIX. ELKHORN, WISCONSIN, THURSDAY, OCTOBER 5, 1911. NO. 51

SPENDS A DAY IN OLD PLYMOUTH

SALARY INCOME TAX ASSESSOR

WILL BE A GREAT SHOW FOR LIFE IN CALIFORNIA

PRESIDENT TAFT'S COW IN ELKHORN

No. 14

tors and publishers, and these names are among the few of those belonging to men of the calling who have been whispered to me as well-to-do financially. If there's any money in the newspaper business, I can easily believe the favorable report about these Independent publishers, for the paper bears every evidence of prosperity, including an advertising patronage seldom excelled. The upper portion of one of this publication's fine modest front pages is shown as Exhibit 14.

Some months ago I promised a complete review for the Hector, Minn., Mirror, that excellent weekly but a short time ago taken in control by its present young editor, Rex. R. Strom. Its various praiseworthy points may be summed up in good contents, neat typography, able editorial work, systematic mechanical make-up, and thorough news-service. I get very few papers through my connection with this journal, or otherwise, which possess more attractive front pages than this specimen under consideration. The style of this page of the Mirror is so well depicted in the reproduction furnished in connection with my brief allusion to the same paper in the late November installment of Newspaper Criticisms, that I forego reproducing it again with this paragraph. Brother Strom, from his very first issue, seemed to grasp the idea as to

how to get the best effect in way of mechanical make-up, and he has stuck to it, as if satisfied, ever since. The page consists of seven columns, which admits of opening every other column with a double-deck head, in the most pleasing manner imaginable. I am not surprised that Brother Strom hesitates to inaugurate a change. Since I have given the dimensions, my readers can all guess that this is a mighty big page, yet every week I find it filled to the chases with good pure reading matter—and not a single advertisement to mar its chasteness. The balance of the paper is no exception for contents. This young editor has a strong, earnest editorial style and never fails to have a paragraph or two under his sub-head. He seems to be a capable news-gatherer, too, and withal, is giving the people of Hector a highly creditable paper.

An unusually clean and attractive little daily is the Chief, of Upper Sandusky, Ohio. The news-service, that all-important feature in a daily newspaper, is pretty good for a publication of this class. The telegraph stuff is excelled, perhaps, as it should be with the smaller dailies,

THE DAILY CHIEF.

No. 15

by the local items and news-stories. The make-up gets fairly creditable results, as will be seen by reference to the accompanying reproduction, (Exhibit 15) and the ads are plain and serviceable. Some of the specimens are even artistic. Best of all points, maybe, is the presswork—the clean, uniform impression giving a delightfully attractive effect to the sheet—its crowning glory, as it were.

A likely sheet is the Kirksville, Missouri, Democrat. It bears every earmark of prosperity and uptodateness. A front page of linotyped slugs, neatly fashioned headings, and no dis-

THE KIRKSVILLE DEMOCRAT.

No. 16

played ads, all exquisitely impressed, cannot fail to impress the reader favorably. The making up of this fine page has been very cleverly executed, a diversified, rather than a regular balanced style being adopted. (Exhibit 16). I have but one or two caustic words to offer: The matter in the second column should have been cut off from the double-column head over it by a 13-em rule, whereas, an ordinary dash is sufficient in separating one article from another in a column, even though the article following begins with a double-deck head. In the first case mentioned, a 13-em piece of ordinary column-rule is ideal, as it permits the use of a nonpareil cap. O at the angle thus formed. In shops where a Linotype is in use, however, the skilled operator can furnish the make-up with cast rules having an ornament at one end, totaling 13½ ems in length, which are just the thing for this purpose. Contents of the Democrat are excellent; editorial work is exceptionally able, and the presswork first-class. There is naught that's really bad in the ad composition, nor is there

anything really artistic. The sheet is printed all at home and, on the whole, must be recognized as a high-class weekly newspaper.

A twelve-page, all-home-print paper is this edition of the Sisseton, S. D., Weekly Standard, by H. P. Knappen. In point of contents, their extent and nature, the Standard is worthy of praise, and whereas in so great a number of pages many advertisements can be distributed without crowding any one of them, I fail to see the necessity for so big an edition, especially in view of the fact that some of the pages have no more than one small single column advertisement in them. These ads are all fashioned along simplified lines, and, if it were not for the mixture of so many different series in single specimens, the result would be better. There is an abundance of local news in this sheet and an editorial department of great extent and of more or less merit, notwithstanding that it is principally extracted from exchanges.

Exhibits 17 and 18 are reproductions of the two tasty home-printed pages of the McGrew, Nebraska, Messenger, a folio started last Octo-

McGrew Messenger
McGrew State Bank
McGREW NEBRASKA
Sheffer's
CASH STORE
Everything New, Clean and Up-to-Date. We sell
Groceries, Drugs and Dry Goods
We have bought the Mayer line of Shoes The Johnson-Wood-by Hat and Cap Line
We are boosters for McGrew and intend to give the people the BEST goods for the LEAST money. We will take care of you in the most up-to-date manner. Make yourself at home at our store
Sheffer's
McGrew, Nebr.
A. A. Atkinson
Painting Decorating Paper Hanging
Sign Work a Specialty
McGREW. - NEBR.
LUMBER
A full stock of LUMBER, CEMENT, COAL and BUILDING MATERIAL
JUST ADDED
Wagons AND Buggies
Gering Lumber and Grain Co.
McGREW, NEB GERING, NEB
WARNER'S MEAT MARKET
I am the pioneer in the meat business and will treat you right or anything o my line.
FLOUR AND FEED IN STOCK
P. M. WARNER
McGREW NEBRASKA
Carbon Timber Co.
TIMBER PRODUCTS
Estimates Furnished on Building Material of all Kinds. Coal, Paints, Oils, Cement, Etc.
I. E. JEFFORDS Manager
McGREW, NEBRASKA

No. 17

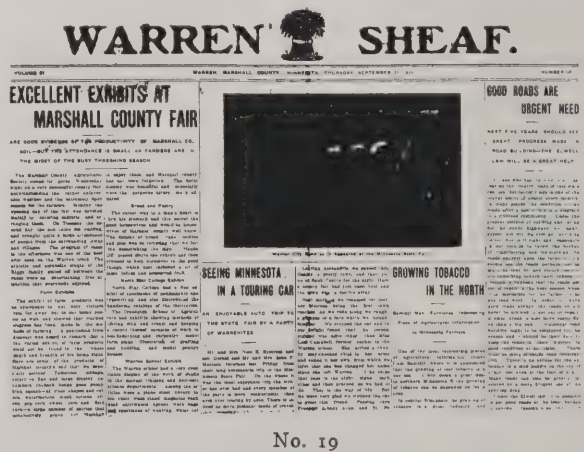
ber by Editor A. B. Wood, and which stops when the paid-in-advance subscription expires. Here arises a case where advertisements on the front page must be excused, as there is positively no other place for them; and I must acknowledge that when advertisements are so well composed as these, the best position is none

I. F. NANCE
Contractor and Builder
McGREW NEB
McGREW
Scotts Bluff County, Neb.
Preston Enes
CONTRACTOR
McGREW NEB
Castle Rock Land Co.
L. W. Ringsby, Local Agent
McGREW, NEBRASKA
F. D. KEESE
Contractor and Builder
Livery and Feed Barn
JOHN B. HOWARD, Prop.
Personal attention given to the wants of my patrons
Second Street McGrew, Nebraska
McGREW Pool Room
Chas. McGrew BARBER
ED. P. LANDERS
General Contractor
Ask or Write Me for Any Information Desired
McGREW - - - NEBRASKA
Farmers Cash Store Co.
Boyd West, Mgr.
General Merchandise
A full line of Dry Goods, Groceries and Notions. Give us a trial. We will treat you right.
Farmers Cash Store Co.
McGrew, Nebraska
An Old Firm in a New Town
We are carrying a good line of Shelf and Heavy Hardware in our McGrew stock and ask your patronage. Building Hardware a Special feature. Furniture and Undertaking Goods in ample selection.
Fred D. Wolt
E. W. ADCOCK
McGREW, NEB. Resident Mgr.

No. 18

too good for them. The man behind this little publication is doubtless Brother Wood of the Gering Courier, and he has every right to be congratulated upon his new creation. Contents, editorial work, impression, and all, are creditably done.

In many respects a sheet worthy of considerable admiration is the Warren, Minnesota, Sheaf, copies of which lie before me. It is another of


WARREN SHEAF.
EXCELLENT EXHIBITS AT MARSHALL COUNTY FAIR
GOOD ROADS ARE URGENT NEED
SEEING MINNESOTA IN A TOURING CAR
GROWING TOBACCO IN THE NORTH

No. 19

the increasing number of clean-front-page devotees, and a cleaner front page than the Sheaf's

is hardly imagainable. Exhibit 19 will be sufficient to indicate one of the delightful effects in make-up. Three leading facts that stamp this paper as a modern product are its being all home printed, its practice of using illustrations, and its large and numerous advertising spaces. Its columns are also Linotyped and the contents are of a character and extent that make the getting and keeping of a big circulation a comparatively easy matter. Much of the advertisement composition in this specimen is creditable, especially that of a double-page specimen in one of the issues at hand, and the presswork has also been well done.

That the maker of the Princton, Missouri, Post, is original, is evidenced by that unmistakable difference so strikingly noticeable in his paper, the attractive initial page, which I could

The Princeton Post

PLANNING FOR COURT HOUSE

ROBBED BY GYPSY QUEENS

ALLERTON IS TO BE THE DIVISION POINT

KILLED BY FALL FROM A TREE

People Celebrate in Overcoats and Muffs

ASK $10,000 FOR HAIL INSURANCE

CROWD TOO BIG FOR THE CHURCH

PROMINENT MODENA MAN PASSES AWAY

GRUNDY FARMERS LIKE COON DOGS

No. 20

not resist the temptation to reproduce herewith, being shown as Exhibit 20. Even the appearance of the title has that same "difference," so marked throughout the paper, and the squib seen right over the heading is original, full of droll wit and boost. This squib over the title seems to be a regular feature; but each week the thought is changed to fit the time or occasion. On the second page there is a double-column sub-head, at the top of which is the cut shown as Exhibit 21. Lest the reader may not be able to make it out in this reproduction, I wish to quote the wording: "The Post, A Good Thing to Tie To," is what it says. Below this

No. 21

cut is the editor's name, W. C. Price, and then follows this bit of sensible advice:

The subscription price of The Post is $1.00 per year payable in advance. If you don't think it worth the money, don't take it. We don't carry dead beats. The Post has the largest paid list in Mercer county and we intend to keep it that way. Subscribers are welcome to visit this office at any time they choose.

Anyone can see that the mechanical make-up of the first page of this paper is well done, (although, through mistake, I selected the wrong sheet) and all other mechanical features are equally good, notwithstanding that the ideal plan is hardly followed out in the arrangement of the ads in the inner pages; nor is the advertisement composition much above the average.

As I have frequently intimated in these columns, it is a matter of erroneous taste to employ

Hot Springs Times-Herald.

Formal Grand Opening Morris Grand Monday, Oct. 30--The Servant in the House

ODD FELLOWS ENTERTAIN

PRESIDENT TAFT SPEAKS IN FALL RIVER COUNTY

FIRE AT BOTTLING WORKS

ENJOYABLE TIME

WILL SURELY COME OUR WAY

ALFALFA MEETING IN DENVER

NOW IN COURT BAPTIST SOCIAL

R. E. STEVENS NEW PASTORATE

HOMESTEADS IN ROSEBUD

HONEY STORY WITHOUT MOON

WHAT IS LUCK ANYHOW?

ELECT OFFICERS FOR YEAR

FIRST MEETING OF YEAR

METHODIST MINISTER HERE

OUT WALKING ONCE MORE

Morris Grand Formal Opening Oct. 30

FEDERATION MEET

THE COLUMBUS CLUB

2,000 MILES OVERLAND

IN CUPID'S COURT

BAD ACCIDENT AT OGARRY

RAN INTO WIRE FENCE

No. 22

bold condensed Gothic profusely in a newspaper page. The face is an unsightly one at best, and

when used at all, it should be with discrimination. The front page of the Hot Springs, S. D., Times-Herald has no displayed advertisements on its first page, but is so thickly dotted with single line and stair-step heads, of both single and double-column measure, and all in this bold condensed Gothic, or equally black faces, that the effect is the same as if it were all display. The man who wrote these heads gave little or no thought, apparently, as to how they were to run, and the make-up man has doubtless done about as well as he could under the circumstances. The effect, as suggested, is abominable, and unimaginable without the accompanying reproduction (Exhibit 22). Otherwise here is a creditable paper, the contents being good, the impression faultless and the advertisements quite satisfactory.

No. 23

gotten out by many of the "smaller fry." For three weeks it so happened that I received copies of this sheet, each issue of which consisted of twenty-four pages—just think of it—nothing special, but twenty-four pages, three six-column quarto sections—to contain the regular run of advertising, and that in September, when most of us have to hustle like thunder to get any advertising at all. It shows that Brothers Watson & Hailey are live ones and that they are not the only folks of that sort in business in

No. 24

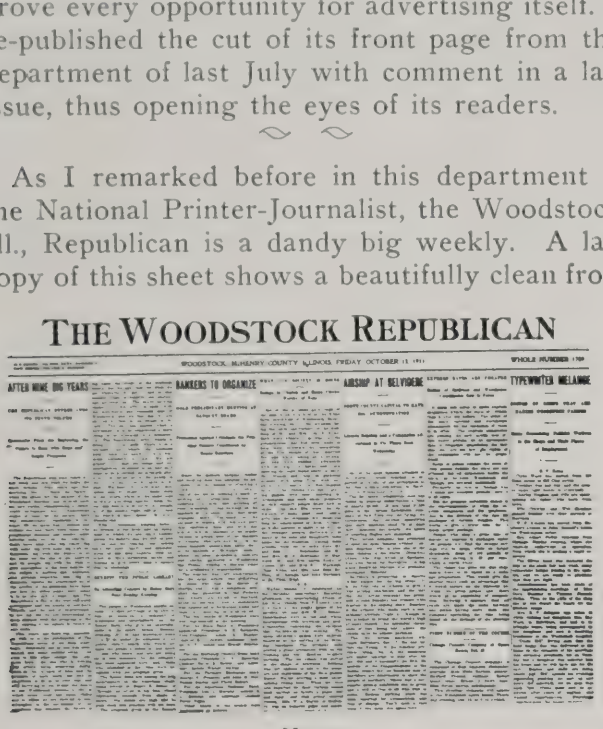
Greenwood, S. C. Two full-page ads (Exhibits 23 and 24) will suffice to show how admirably the Index compositors treat their displayed spaces.

The classy ways in which the Thief River Falls, Minnesota, Times makers have lately been using a miniature electrotyped reproduction of half the front page of their paper, is pleasing, indeed. Homer F. Mussey, who is now the sheet's editor, (and, by the way, is doing some pretty clever work in the editorial chair) has had the cut printed in a tint on cards (it being of just about the right shape) over which he prints in darker ink his name and business. Nor is this all; In a late copy of the Times another one of those attractive pasted-in advertisements, mentioned in a previous inspection of this paper, appeared. On this insert, in two colors, was this reduced reproduction of the Times' front page, together with suitable advertising words, making a novelty that no reader of the paper could possibly avoid seeing. The Times is truly one of the most perfect papers in point of make-up of first page that I have ever seen.

The modest and tasty typography, and the clean, legible print, are other admirable features, too.

The Brownstown, Ind., Banner is one of those live publications that is not too modest to improve every opportunity for advertising itself. It re-published the cut of its front page from this department of last July with comment in a late issue, thus opening the eyes of its readers.

As I remarked before in this department f the National Printer-Journalist, the Woodstock, Ill., Republican is a dandy big weekly. A late copy of this sheet shows a beautifully clean front


THE WOODSTOCK REPUBLICAN

No. 25

page, made up with all the perfection desirable, an exquisite impression throughout, many ads, all set in a simple but attractive shape, and contents and editorial work that is seldom surpassed. Exhibit 25 is a part of the delightful front page.

Exhibits 26 and 27 are ads taken from the Prairie City, Iowa, News, a paper which in many

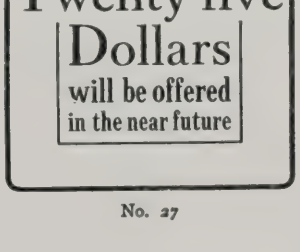
Gold Medal Flour
By the Car Load

¶ Just received a car load of Gold Medal flour from the largest mills in the U. S. Those who are using northern hard wheat flour will appreciate this brand, as it can not possibly be beat for quality.

¶ We have a large assortment of "Case" corsets in all sizes. ¶ Come in and look over our line of house dresses and wrappers. They are dandies and a big assortment to pick from. ¶ Our stock of groceries is ever complete. ¶ Once our customer, always a customer, for we treat you right, with good, clean goods. ¶ Bring us your cream. We do our own testing.

A. M. Illias, Prairie City

No. 26


A Reward of
Twenty-five
Dollars
will be offered
in the near future

No. 27

respects must rank high, measured by even the most exacting standards. Its front page is a delight in its artistic make-up, excellent contents and chaste cleanliness. It is nicely impressed liberally supplied with well edited matter. The advertising patronage is liberal, too, and the compositor who attends to this is a master, as the accompanying specimens cleary indicate.

The Alma, Kansas, Enterprise, that big seven-column quarto, famous in these columns for its great number of regular country correspondents, perpetrated a very neat stunt in one of its issues of last autumn, when it ran a big advertisement, for a local clothing firm, in two colors. The advertisement appeared on the front page (which was the only deplorable feature) and made a most valuable publicity vehicle for the firm.

It has been some time since I was privileged to view a copy of the Recorder, that neat little five-column quarto by E. R. Adamson, Belleville, Wisconsin, but here again is one. The front page reproduced herewith as Exhibit 28

Belleville Recorder

Volume 26 Number 33 Belleville, Wis., Friday, October 13, 1911 $1.25 Per Year

A Good Field Here
For Milk Condensary

This is perhaps not a new thought to many of our readers, but it is being forcibly shown at the present time. With cheese a "slow seller" many cheese factories are closed and others about to close. Farmers west of us are divided. Some will haul to New Glarus. Others will come to the Belleville Creamery—net prices, good roads and trading facilities are in our favor. Never was sentiment stronger for a condensary, and some live, wideawake manufacturer must soon grasp the opportunity. The field is here, the cows are here, the time is ripe—it is now up to the manufacturer.'

No. 28

will give the reader an idea of its neatness and Brother Adamson's exemplary boosting habits, as indicated in the displayed call for a milk condensary for his home town. The Recorder is still good in point of contents, editorial work and impression, and is made up throughout very tastily and properly.

BUSINESS AND OTHER NOTES

BOOKS FOR TYPISTS.

"The Typography of Advertisements" is the title of a new and valuable treatise by F. J. Trezise, chief instructor in the Inland Printer Technical School. Next to the wording of an advertisement or its truthful, forceful statements, is its composition. Appearances, attractiveness, eye-catching and holding symetry and beauty count no where for more than in advertisements. The good effects of the statement, no matter how well written, will be destroyed by bad printing, but will be greatly benefited by artistic printing. As the cost of advertising has advanced, the importance of its proper display has increased. A merchant would hardly pay a salesman ten, five, two, or one thousand dollars a year , or any amount, who appeared before customers in a slovenly, negligible condition, with an appearance tending to displease and offend, no matter how convincing might be the sellig story that he could present, if only he could get a hearing, and, even if a hearing were obtained, having his words discounted and the business he represented judged by his slovenliness. A business, and even the goods offered, are measured largely as to desirability and reliability, by the appearance of the advertising.

There are head notes to the different chapters of this book that contain epitomes of practical wisdom as to composition and its purpose. The following notes at the heads of chapters II and III enshrine truths that we have had frequent occasions to enforce in these pages:

"The minute a compositor begins work on an advertisement, that minute he becomes a salesman, and his major thought should be to set an advertisement that will sell the goods. Fashions, and mechanical cleverness must be secondary to the selling factor in his presentation of the subject."

"Good taste in printing does not consist altogether of a knowledge of what to use and where to use it; more often does it consist of a knowledge of what not to use."

The quotation is made of the remark of a job printer: "It takes a lot of study to get where you can do simple things."

The author founds his teachings as to ad composition on the necessity for a definite plan in advance. The copy must be studied, the points most important for display or emphasis be chosen, the arrangement be decided upon and a complete plan evolved in advance, and if a complete mental picture can not be formed as to what the advertisement is to be when finished then a rough sketch should be made. "As a builder goes about the construction of a house, so should the compositor go about the construction of an advertisement."

Numerus and very distinctive and instructive illustrations of advertisement composition are given. The book is from the Inland Printer Co., Chicago, and will be found a very valuable addition to the literature of typography. It is neatly bound in cloth and contains one hundred and thirty-four pages.

* * *

Another little book reaching our desk this month, in paper covers, is entitled "How to Make Show Cards," by Charles A. Miller, and published by the Spatula Publishing Co., Boston, Mass. The work can hardly be said to be for printers, though it is related thereto in that it is a book on artistic lettering wih pen and brush. The lessons in designing ought to be educative for a compositor of advertisements where few words are used and the effect is expected to reach through artistic display, or where reproductions, by half-tones or zinc etchings, can be used with greater effectiveness, than can type composition.

Three chapters are devoted to the "Geometry of Letters," treating of their relations, analysis by monograms, and the peculiarities of figures. Then there are chapters on simple forms of Lettering, Single Stroke Letters, Layout and Spacing, Inks and Paints, Primary and Secondary colors. The book is printed on heavy coated paper and is profusely illustrated. A large number of sample alphabets and signs are included and, in the last chapter, are scores of snappy "catch phrases" that may be used as legends on window cards. Many of these catch phrases could be adapted to display advertisements in newspapers and magazines. There are one hundred and twenty pages and the price is $1.00.

* * *

Most modern of modern ideas for a periodical is "Cartoons," the first number of which has just appeared on the news stands. It is a selection of the keenest cartoons on current events and the cleverest caricatures from late issues of American and foreign dailies and weeklies.

Public demand for the expression of opinion through witty or incisive cartoons is evidenced by the extraordinary increase of space which is being given the clever artists by daily papers, yet the greater part of the wit is lost to most men owing to the limited field each publication reaches.

"Cartoons" is to appear on the fifth of each month, 64 pages of drawings, and cover in colors, and is published by H. H. Windsor, Mr. Windsor is editor of the excellent paper, "Popular Mechanics," at 225 Washington Street, Chicago, Ill.

ADDITIONS TO LINOTYPE FACTORY.

In order to meet the steady demand for Linotypes—particularly the two latest models, the Quick Change Model 8 three-magazine Linotype and the Quick Change Model 9 four-magazine Linotype—the Merganthaler Linotype Company has again found it necessary to increase its manufacturing facilities and to enlarge the output of its extensive factories in Brooklyn, N. Y.

It is about to erect a nine story fireproof structure as an extension to the large building last erected. The new building will have a floor space of about 57,000 square feet. This, together with various minor extensions and improvements which are under way, will bring the total floor space of the Linotype factories to apprxoimately nine acres.

The Babcock Optimus, advertised in this issue, has become standard among printing presses. Strength of bed, and of impression grips insures durability and maintains rigidity of impressions. Six stiff trucks under the impression prevent guttering and more equality of wearing on the bed. Each wheel truck has three five-inch wheels, each wheel almost instantly adjustable. The wheel track is far more durable than is the same length of roll track and retains adjustment longer. All these and many other good qualities are brought out in the advertisement on page 5 of this issue, which should be carefully read and considered.

The Model 10 Merganthaler Linotype, advertised on page 3 of this issue, will meet the requirements of many offices that do not feel justified in the purchase of the

higher-priced machines. It is sold at $2,250. It is in every way a high grade composing machine, intended to meet the demands of weekly newspapers at a moderate cost. Standard linotype matrices are used and matter may be set in faces from five point up to and including eleven point in size, either solid or leaded on bodies from five to fourteen point, inclusive, and in measures from four to thirty ems. The reasonable price and easy terms bring it within the reach of every office having the need of a machine. It is equal in every way as regards construction, to any of the other styles made.

Barnes-Crosby Company make it a point to co-operate with the printer on all engraving work committed to the care of their main office in Chicago or to any of their branches, all with proper equipment, in Minneapolis, St. Paul, Milwaukee, Moline, Kansas City, Memphis, Atlanta, San Antonio, Dallas, Indianapolis, Cincinnati, Detroit, Cleveland, or New York. Particular attention is given to all details: correct sizes; clean, deep etching; blocks trimmed perfectly true and mounted exactly type high, and prompt delivery. They are artists, engravers, and catalogue plate makers with complete and up-to-date engraving and manufacturing plants.

The J. W. Butler Paper Company, with an experience of three score and ten years back of them—the house was established in 1844—take especial pride in what is properly termed "Butler Service." This service includes dependable quality of paper, the rapid, careful billing of orders and prompt shipment and delivery of goods; immediate, courteous and intelligent attention to orders and correspondence; impartial treatment of customers, and the charging of fair prices. Besides the main house or establishment in Chicago the Butler Paper Co. have branches covering the country from Chicago to Vancouver, British Columbia, on the north, to Houston, Texas on the south, besides export houses in New York City, City of Mexico, City of Monterey, and Havana, Cuba. The great success and the immense extent of the business afford the strongest proof of the popularity of the "Butler Service."

It is always profitable to study the inserts furnished by the Queen City Printing Ink Company, of Cincinnati, Ohio. The insert in this issue of the National Printer-Journalist is of especial interest and beauty. Good ink is always a great desideratum, and the proper laying on of inks is an advanced art. The black, red and gold inks, used, are of first qualities. "Speedlimit Black," that produces such perfect results and permits of "printing, turning, binding and collecting the bill all the same day" is worthy of consideration by all printers. All but collecting is guaranteed. The latter is up to the printer, but prompt collections keep friends, help the bank account and the taking advantage of discounts. The suggestion is of value and should be heeded. Did anyone ever see a more flawless or perfect page of printing in gold ink than is the one shown?

C. I. Johnson Mfg. Co., of St. Paul, Minn., always show specimens of the types of the Hansen Type Foundry, of Boston, in their announcements, in actual use. They are the Northwestern Agents for these types. The Hansen Full Face Caslon, shown in this issue is a very neat, clear serviceable type, and nothing can excell the the chaste beauty of the "Egg and Dart Borders." The C. I. Johnson Mfg. Co. do a large business in Rebuilt Printing Machinery, "Johnsonized Machinery" has won a very high and satisfactory reputation, and intending purchasers will be wise in sending for their list of the same, showing all the presses in stock.

Any office that uses a good stapling machine, and there are very few printing offices in which such a machine will not be found convenient, useful and profitable, will always find the Acme Stapling Machine now manufactupred at Camden, N. J., and handled by all dealers, entirely reliable and satisfactory.

Ullman's genuine "Double Tone Inks or Ullmanines," have won a reputation for perfection that makes them standard. The Sigmund Ullman Co. stand back of their products and the name is a guarantee of highest quality.

The Brown Folding Machine Co. is one of the oldest and most reliable of manufacturers of Folding Machines in the United States. Through long experience their folders have been made perfect in all parts, and with all appliances. Always examine the Brown Folding Machine before buying elsewhere. The New Model Jobbing Folder will fold not only periodicals but the finest catalogue work. It has Automatic Registers at all folds and Automatic Sheet Retarder and Head Perforator that overcomes all buckling.

The Duplex Printing Press Company, of Battle Creek, Mich., have won great success with their Flat Bed Perfecting Presses. Their fame and sales are world wide. The company are now bringing out a new Flat Bed Press, that is announced on an advertising page in the front part of this issue of the National Printer-Journalist. It is especially designed for the class of newspepers where circulation hardly justifies the installation of their well-known rapid Flat Bed Perfector, but is too large to be cared for on an ordinary hand-fed machine. This press is simple and efficient, and embodies the best features of the higher priced machines. It is constructed with the skill and superior knowledge of the requirements of flat-bed perfecting machines acquired by more than twenty-five years of successful experience. There is no well informed newspaper publisher who is not aware of the necessity of speed in the press room, and it has often been a matter of wonder to witness how rapidly circulations of newspapers have grown to keep pace with the new speed in the press room. The installing of a machine that can meet all demands seems to give confidence to whomever is in charge of the circulation and to spur on to greater effort.

All those who are in need of electrotyping will do well to consult the advertisement of Manz Engraving Company this month, that gives all the strong points in favor of their Lead Mold Electrotypes. See advertisement on page 9.

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . .

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ANYBODY can make good cuts with my simple zinc etching process. Specimens and particulars for stamp. Process $1.00. DAY, WINDFALL, INDIANA.

SPECIAL BARGAINS—WE ARE MAKING ROOM for additional stock and therefore giving discounts of from 10 to 25 per cent for cash on all rebuilt machinery. If you are planning to buy now, or in the near future, write or call on us at once. Machinery can be seen in operation. We have the largest stock of second-hand and rebuilt machinery in Chicago. Established 35 years. WANNER MACHINERY COMPANY, 215 W. Congress St., near Fifth Avenue, Chicago, Ill.

FOR SALE—VERY CHEAP—Two-color Huber Press. Prints sheet 33 x 57 inches. Has Economic Feeder attached. Good condition. Immediate delivery. Address Gibbs-Brower Co., 261 Broadway, New York City.

MODEL 1 LINOTYPE FOR SALE—Number 3352, with one font of matrices in magazine. Only reason for selling, have installed Monotype. A. T. De La Mare Ptg. & Pub. Co. Rose and Duane Streets, New York City, N. Y.

LINOTYPE FOR SALE—Model 4, two-letter, with all its magazines, matrices and other accessories. In good condition. Has had little use. Chapple Publishing Co., 944 Dorchester Ave., Boston, Mass.

THREE MODEL NO. 3 LINOTYPES FOR SALE on account of installing additional Monotypes and discontinuing our linotype department. These machines are equipped with motors and large assortment of matrices and magazines. John C. Winston Co., Philadelphia, Pa. tf

$10,000 CASH AVAILABLE

for first payment on a daily newspaper property. New Mexico, Arizona, Colorado, California and Texas locations preferred. Proposition C. H.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

Bargains in Printing Presses

FOR SALE

FOR SALE—One Cox Duplex Printing Press. Prints 4-6-8 pages. Overhauled and rebuilt. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Pony Straightline Press. Prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Four-deck Straightline Press, prints from 4 to 32 pages; one Goss Three-deck Straightline, Press prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price. GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12 pt. matrices, Rogers Tabular Attachment. Address "Bargain," care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago.

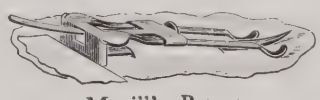
Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist

STATION X, - - - CHICAGO, ILL.

QUICK ON



Megill's Patent
SPRING TONGUE GAUGE PINS

$1.20 per doz with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register Applies instantly to any make of popular job press. No fitting Great in efficiency Method of attaching does not interfere with raising tympan

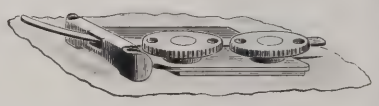
Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.

60 Duane Street, New York

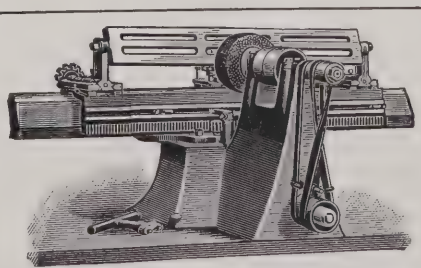
From us or your dealer. *Free Booklets.*

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES

$1 25 set of 3 with extra tongues.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

"Our Mutual System of Trading"

FOR GREASY GRIMY DIRTY HANDS KETTLES BATH AND PANS
MANUFACTURERS OF PRINTING AND LITHOGRAPHIC
516-524 BASOLIO INK AND COLOR CO.
KLEENU FOR DIRTY HANDS

The Conversion of Basolio

Announcement! Our President having for years been interested and a believer in co-operation, as practised in Great Britain and other European countries, we announce *our conversion to the cause of co-operation* and herewith go on record to the effect that we have become affiliated with a co-operative movement which will enable printers to purchase their supplies in our line *at no higher prices* than they would have to pay elsewhere — and yet participate quarterly, in *pro rata* to their purchases, in the profits of the business.

If Interested Send for Full Particulars

Basolio Ink & Color Co. 516-524 West 25th Street New York

THE PRINTERS' BOOK STORE

The man who wins is the man who knows, and the man who knows is the man who reads. The books written on printing and related industries are teeming with money-making information. The best list of

BOOKS AND UTILITIES FOR THE TRADE

is published by *the Inland Printer Company*. This catalogue gives titles of books, prices and tables of contents of publications dealing with following departments:

Advertising
Bookbinding
Composing-room
Drawing and Illustrating
Electrotyping and Stereotyping
Estimating and Accounting
Lithography
Machine Composition
Miscellaneous
Newspaper Work
Presswork
Process Engraving
Proofreading

These books contain efficiency information covering all branches from newspaper work and business management to the care of rollers. Send for the catalogue—a postal will get it.

You should have *the Inland Printer* in your office. It is the world's leading printing-trade journal. It costs $3 a year and is worth $30. $1.50 for six months or $1 for four months. Take it on trial and see how it helps.

The Inland Printer Company
632 Sherman St., Chicago

Hotel Latham

5th Ave. and 28th St.

NEW YORK

For Permanent and Transient Guests

One block from Madison Square Garden

EUROPEAN PLAN

Sample rooms for commercial men.
Table d'Hote Luncheon, 50c.

Club Breakfast. **Also a la Carte**

Rooms with use of bath, $1.50 per day.
Rooms with bath, $2, $2.50, $3, $4 per day.

A. L. PRATT, Managing Director

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

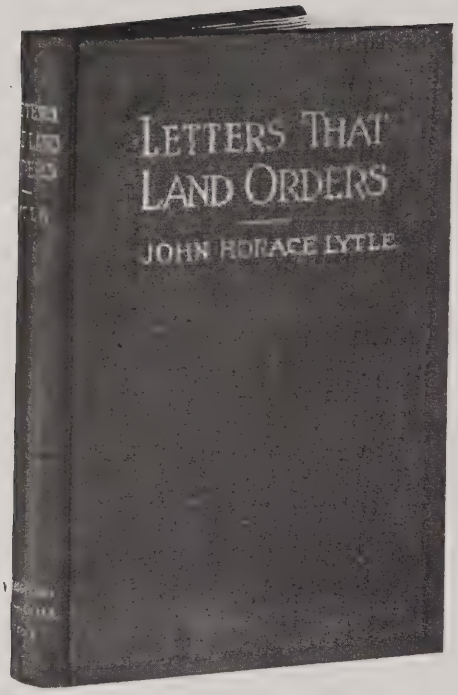
"We assure you we appreciate your publication."—Chandler Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

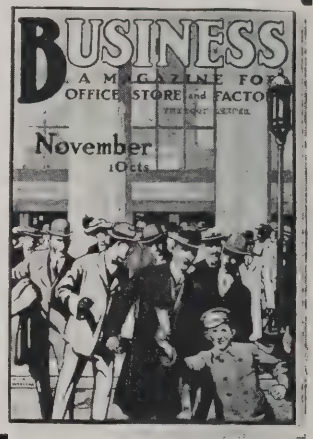
Advertising rates on application to

Albert O'Donoghue, 42 W. 125th St. New York



Getting Orders by Mail

Is the most fascinating thing in business. It keeps human expectation alive every minute. You never know what the next mail will bring forth. You can hardly wait to get down to your office in the morning. Your dreams at night are of the next day's mail. The fellow who does not get mail orders, doesn't know what the acme of business pleasure is. The great possibilities offered by the **letter** has more to do than anything else with making Business the greatest game men play. But to get results—and the contingent exhiliration of constant expectancy—you've got to learn the fundamental principles of Scientific Letter Writing. There's no other way around. You can't guess at them. You can't wish for them. But if you will sign and send the attached coupon, we will at once send you a copy of Mr. Lytle's book—the best that has ever been written on this subject. It shows you so clearly that you can at once apply the principles it teaches to your business. You can't afford not to have this book. And possibly the best offer of all is that we will enter your subscription to receive our splendid magazine, BUSINESS, every month for one year. Each issue of BUSINESS is worth a dollar in itself; the book alone is easily worth a dollar; and the combination at only $1.00 is far too good to miss. So sign coupon and forward with remittance today.



The Business Man's Publishing Co., Ltd.
111 W. Fort Street, Detroit. Mich. NPJ

Gentlemen:—

Herewith is $1.00 for which you may enter my name to receive BUSINESS for 12 months and also send me a copy of Letters that Land Orders.

Name .....

Address .....

City and State.....

Enter Your Paper in the Contest

In Newspaper Front Pages conducted by

The American Printer

THE RULES

The contest is open from November 1st to February 1st to all who may desire to compete, but the person sending the page, if he is not the publisher, must have had something to do with its make-up.

Each contestant must send in three copies of the front page of his newspaper, daily, semi-weekly, or weekly. The three copies must be the same in every respect, and should be mailed flat, with as few folds as possible. Send only the first leaf containing the front page; do not send the entire paper.

THE AWARDS

The awards will be made for those front pages which in the opinion of the judges excel in neatness, interest of arrangement, harmony of treatment, etc., with special regard to typographical make-up.

First place.....Twenty Dollars, gold
Second place.....Ten Dollars, gold
Third place.....Five Dollars, gold
Fourth Place.....Three Dollars, subscription
Fifth place.....Three Dollars, subscription
Sixth place.....Three Dollars, subscription
Seventh place....Three Dollars, subscription
Eighth place.....Three Dollars, subscription
Ninth place.....Three Dollars, subscription
Tenth place.....Three Dollars, subscription
Eleventh place...Three Dollars, subscription
Twelfth place....Three Dollars, subscription
Thirteenth place Three Dollars, subscription

Send in, before February, three copies of the front page of any one issue of your newspaper.

Publisher, foreman, make-up man—all are eligible. It costs nothing to enter. See the prizes offered. This is a purely educational contest. Are you proud of your paper? Send it in, addressed to

CONTEST EDITOR, THE AMERICAN PRINTER
25 City Hall Place New York

To the Printer-Publisher

A valuable story is running in the PRINTING TRADE NEWS (the only weekly of the printing trade) which will carry the Porte Cost System (an adaptation of the Standard Uniform System to the needs of the country newspaper printing house) into use by stages, showing how the most common difficulties of the cost system are handled.

The business news of printers throughout the country, the latest printing machinery news and the organization activities of printers and publishers are all found while fresh in the PRINTING TRADE NEWS, which is from 44 to 52 pages in size, printed on coated paper, with cover in two-color.

A Valuable Premium Book

The Printing Trade News is about to issue a valuable Sample Book of the Live Watermarked Papers free to subscribers. The samples of papers in this book have printed on them the prices, sizes, weights and the names and addresses of the dealers in all sections of the country carrying that paper in stock.

SUBSCRIPTION PRICE $2.00 PER YEAR
(Rates are to be raised soon.)

Weekly Printing Trades News, 326-328 W. 41st St., New York City

WANTED

Live Representatives Everywhere

Someone has said, "Opportunity comes but once." Then surely don't overlook this one now being offered to YOU. Those who apply first will get the first chance. This is an opportunity for big men, men who can see far ahead and grow with the field. We will pay you just as much as you earn. You may begin by devoting either full or spare time. Excellent spare time or side line proposition. There is chance for advancement. We will let you manage a crew and become District Manager if you show the right spirit and ability. In short this advertisement presents to you an opportunity of a life time. It will at least cost you nothing to apply and ask for full details regarding the proposition. So write us today. Give present occupation.

J. H. LYTLE, Sales Manager,

The Business Men's Publishing Co., Ltd.

DETROIT, MICHIGAN

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Trea

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

NATIONAL PRINTER-JOURNALIST

CHICAGO, ILL.

VOL XXX, NO. 2

FEBRUARY, 1912

COST CONGRESS ISSUE

FACTORIES

OF THE

H. D. ROOSEN COMPANY

78 Twentieth Street
Brooklyn, N. Y.

Manufacturers of Printing and Lithographing Inks
of the Highest Quality

BRANCHES IN ALL THE PRINCIPAL CITIES

Snowflake

"The Perfect Printing Paper."

¶ The selection of paper almost invariably determines the character of the finished printing. The task of deciding what paper to use is, therefore, too important a feature to be lightly considered. Paper should be exactly suited to the work in hand and susceptible in the greatest degree to the intended treatment.

¶ The very best and surest way to judge a paper is by "performance" — a paper may look satisfactory yet print abominably, hence proof by actual demonstration is the only safe and sane guide.

¶ While SNOWFLAKE, "The Perfect Printing Paper," is a beautiful paper to look at, we point with pride to its past record, and ask you to judge its printing quality by past accomplishments. It is possibilities, not probabilities, you are interested in.

¶ SNOWFLAKE is the ever-reliable, enameled Book Paper that gives satisfaction, and does it at the least expense to the printer. This paper will make friends for you, as it has done for us — use it. We shall be pleased to send plain or printed samples for your personal inspection.

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Standard Paper Company . . Milwaukee, Wisconsin	American Type Founders Company . Spokane, Washington
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ESTABLISHED 1844

Chicago.

BUTLER·BRANDS PAPER THE BEST

C. I. JOHNSON
MANUFACTURING COMPANY

48-50 EAST THIRD STREET ST. PAUL, MINNESOTA

Complete Printing Outfits in Stock

The Puritan Series
Standard Line

8-Pt. 25A $1.05 52a $1.20 $2.25
BEST PRODUCTIONS
Hansen Superior Quality 85

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Birds of Springtime

36-Point 4A $2.60 8a $2.40 $5.00
BEST KIND

48-Point 3A $4.15 6a $3.35 $7.50
Bank Notes

Northwestern Agents for
HANSEN TYPE

THE Puritan Series is one that is profitable for the printer because of its wide range of usefulness which will enable him to please a large number of customers with a great variety of work. The Puritan type has a pleasing tone and that graceful freedom of design characteristic of the best hand lettered work. For de luxe catalogs and dainty booklets it is unsurpassed, and it is an ideal letter for stationery, announcements, circulars, dance orders, cards, etc.

Made by an Independent Type Foundry
Established 1872
Highest Quality Standard Line

Write us your wants before placing orders for any printing office equipment. Our prices are right and goods exactly as represented.

C. I. JOHNSON MANUFACTURING CO.
"Johnsonized" Machinery, the Reliable Rebuilt Machinery
SEND FOR LIST AND PRICES ST. PAUL, MINNESOTA

BORDER SHOWS HANSEN'S FAMOUS GRAY TONE BRASS RULE

NEWSPAPER SUCCESS

Depends almost entirely on the element of timeliness

THE LINOTYPE

MODEL 10 LINOTYPE
Single-Magazine, Two-Letter Linotype

Enables progressive newspapers to give fitting recognition to the demands of their readers for all the news while it is still fresh.

Model 10 Single-Magazine Two-Letter Linotype Price $2,250

Is a useful, efficient money maker for growing weeklies and small dailies

SOLD ON EASY TERMS

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HAVANA: Francisco Arredondo
SANTIAGO (Chile): Enrique Davis.
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549 Baronne St.

MELBOURNE, SYDNEY, N.S.W., WELLINGTON, MEXICO CITY, } Parsons Trading Company
TOKIO: Teijiro Kurosawa

Notice to ADVERTISERS *and* PUBLISHERS. XLIV YEAR.

The

AMERICAN NEWSPAPER ANNUAL

AND

DIRECTORY

For 1912 will be Ready for Delivery January 30.

The 1912 volume of this STANDARD *and* INDISPENSABLE WORK, *a consolidation of* ROWELL'S DIRECTORY *(established 1869) and* AYER & SON'S ANNUAL *(established 1880) locates and describes*

24,345 NEWSPAPERS AND OTHER PERIODICALS

which carry advertising, with a commercial description of the places in which they are published and

61 MAPS, *specially prepared, of every state, territory and province.*

This is the ONLY PUBLICATION *undertaking to gather statistics from original sources, and is in all respects the*

ONLY THING OF ITS KIND.

The 1912 Edition comprises, besides the general list by states and towns, no less than 201 Special Lists, classified—Dailies, Magazines, Class Publications, and Journals representing every industry and trade. It embodies

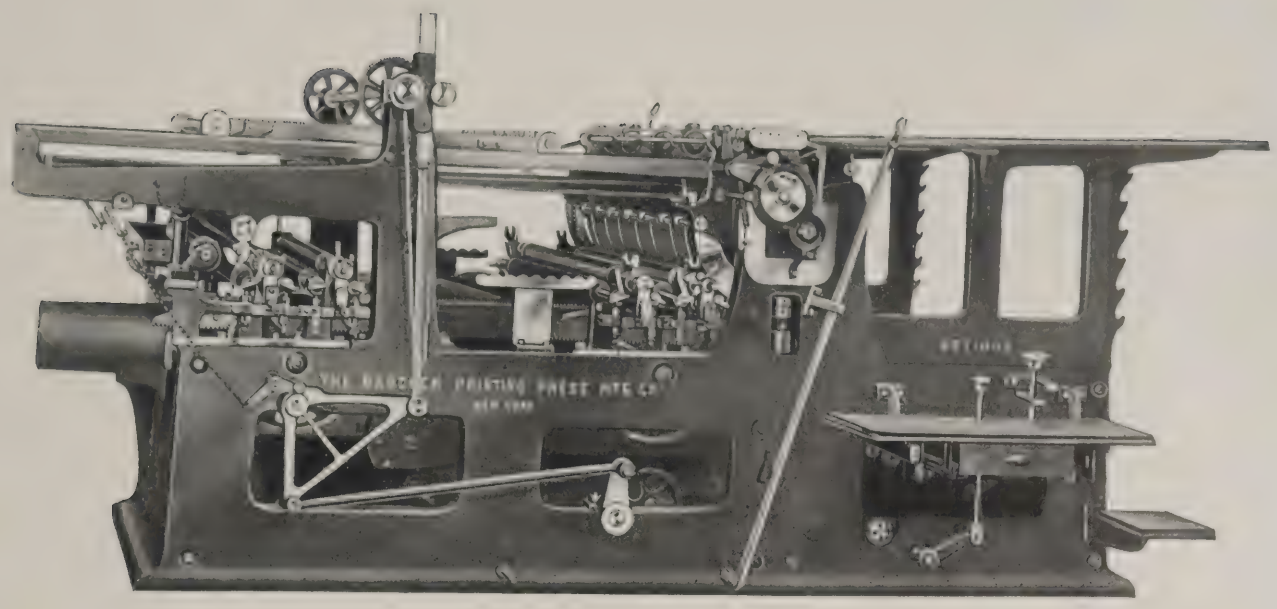
OVER 15,000 CHANGES

from the 1911 Edition, exclusive of those referring to Circulations. It places at the disposal of Publishers, of Advertisers, of Government and Corporation Officials, of Librarians, Students and Business Men generally, information not elsewhere to be procured.

ONCE USED, NEVER DISPENSED WITH.

N. W. AYER & SON

PRICE $5 Carriage extra Postage 60 cents. PUBLISHERS, PHILADELPHIA



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS, KANSAS CITY, OMAHA, ST. PAUL, SEATTLE, DALLAS, WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

The Babcock Optimus

The Babcock Optimus

We prefer to install the Optimus where difficult work makes exceptional press qualities necessary, and where there is little faith in efficient printing machines. The source of our confidence is the fact that *it has never failed under trying conditions, or any conditions.*

It meets so easily every known printing requirement that its reserve capacity for the unknown is beyond doubt. Its buyer will not have an inefficient machine on his hands now or hereafter.

Where there is an Optimus among other two-revolutions it is the busiest. It gets the heaviest forms, the closest register, the shortest time. Invariably it gets the forms from which longest runs must be made because it is kind to type and plates.

The strength that uniformly keeps the cylinder on the bearers; the rigidity that gives a tissue overlay its full effect; the splendid precision of a faultless driving motion, are mainly responsible for the preference given it in work. Unlike every other it does not gutter.

These qualities are surely needed if the very best is to be done. Superlatively they are in the Optimus only. To them add the best in distribution, delivery and speed.

SET IN AUTHORS ROMAN

THE FOLLOWING PREAMBLE *and* RESOLUTIONS WERE PASSED *by the* BOARD *of* TRADE DEPARTMENT OF THE BOSTON TYPOTHETAE BOARD OF TRADE AT A MEETING HELD DECEMBER 7, 1911:

WHEREAS: the machine hour costs collected by the various printing trades associations are no more an indication of the relative efficiency or profitableness of different types of printing machinery than they are evidence of the ability of the proprietors of the different offices from which these figures were obtained, and

WHEREAS: it is impossible to draw any conclusions from these hour costs without complete information as to the conditions under which the machines are operated, the kind of work on which they are used, and the number of productive hours, it is hereby

RESOLVED: that we place ourselves squarely on record as being opposed to manufacturers of machinery using these figures to substantiate claims for low production costs, which not only defeat the very object for which these figures were obtained, but also mislead purchasers of machinery; and be it further

RESOLVED: that advertising machinery on the basis of "decrease your costs, make lower prices to get business, etc." is detrimental to the printing industry and should be discontinued by all parties selling machinery.

THESE RESOLUTIONS WERE LATER ADOPTED BY

BEN FRANKLIN CLUB OF CHICAGO.
NEW ENGLAND COST CONGRESS.
BEN FRANKLIN CLUB OF CLEVELAND.
GRAPHIC ARTS CLUB OF PORTLAND, ME.
MIDDLE ATLANTIC STATES COST CONGRESS.

GRASS IS CHEAP
—*But Who'd Eat It?*

LOW COST of production doesn't mean high profits any more than low cost of food necessarily means high living.

¶ The lesson of the Philadelphia Cost Convention (like that of Denver) was that

Printers' Profits come out of QUALITY rather than Cheapness of production

¶ Of course, if you can get *both* quality and cheapness it's all the better.

¶ That is why the most prosperous printers in America (big and little) use *Monotypes.*

¶ First, because Monotype type and Monotype composition give the highest quality results known to the printing art.

¶ Next, because the Monotype can be kept busy on profitable work more hours a day than any other machine.

THE MONOTYPE
Gets a Printer More Work, Higher Prices
MORE PROFITS

and we have a thousand letters from printers to prove it.

Lanston Monotype Machine Co.
Philadelphia

322

This page composed exclusively in Monotype faces and borders

H·D·
INK

FOR QUICK WORK

SPEEDLIMIT INK
PERMITS OF PRINTING,
TURNING, BINDING AND
PRINTING . . . ALSO COLLECTING THE BILL . . . ALL THE
SAME DAY

MANUFACTURED BY
THE QUEEN CITY PRINTING INK CO.
CINCINNATI, CHICAGO, BOSTON, MINNEAPOLIS, ROCHESTER
PHILADELPHIA, DALLAS, KANSAS CITY, DETROIT

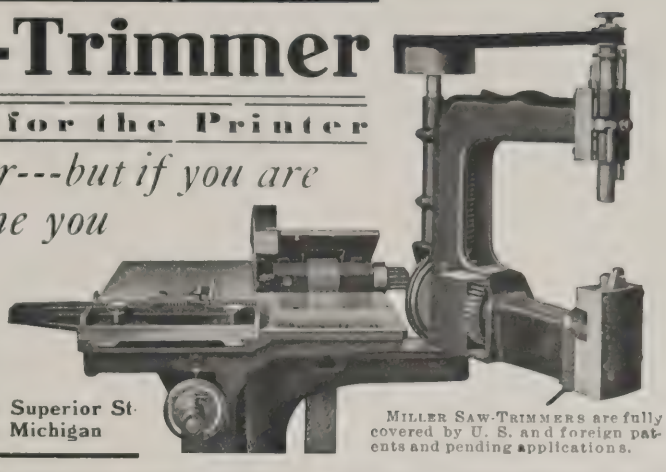
The Miller Saw-Trimmer

A Standardizing Machine for the Printer

33⅓ cents is one-third of a dollar---but if you are buying a Precision machine you had better spend the dollar.

Write for new illustrated price list.

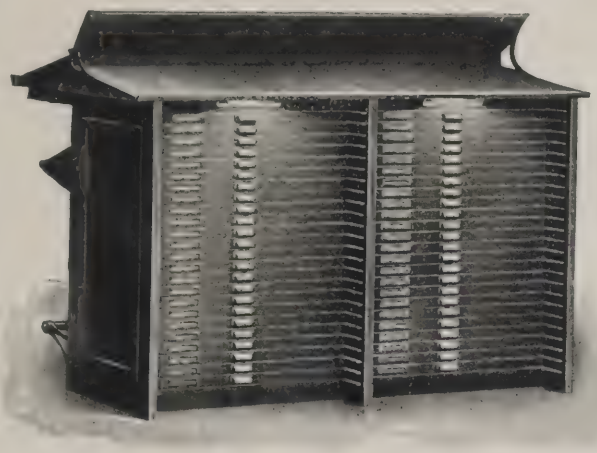
EASY TO OPERATE EASY TO BUY EASY TO PAY FOR



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

Miller Saw-Trimmer Co. 813 East Superior St. Alma, Michigan

HAMILTON STEEL GOODS



The popular Tracy Cabinet in all-steel construction

Thirty years ago Mr. J. E. Hamilton commenced the manufacture of wood type on a small scale. This little venture eventually developed through the Hamilton Mfg. Company into the full line of Hamilton's Wood Goods now in use in every printing plant in practically every country where the art of printing has made material progress.

The things that have made this possible are, primarily, practical construction and high quality, linked with economical production.

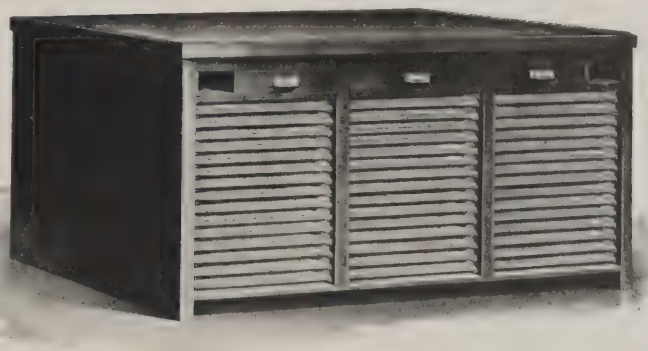
Experts have been created by these years of effort and success – a wonderful corps of trained men, and it is this remarkable organization that now offers you Hamilton Steel Goods, made in the same painstaken manner as our product of wood with added advantages of fire resistance; a greater life time of wear and increased capacity - the furniture for the printer who thinks of the future as well as the present—a line that we are proud to produce and the printer will be proud to have in his plant.

Look for our Colored Supplement in the March issue of the printing trade journals showing additional designs of Steel Furniture. Let us have your specifications for new equipment required to put your plant on an economical basis. Estimates will be furnished promptly.

The All-Steel Imposing Frame here illustrated is a standard piece of furniture and is but one of many styles we are ready to furnish The letterboards are of pressed steel. This frame gives a storage space of 415 square feet and occupies a floor space of 26 square feet This is by far the greatest amount of storage surface we have ever been able to furnish within so small a floor space

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing rooms in some of the leading printing plants in the United States.

ALL PROMINENT DEALERS SELL HAMILTON GOODS



All-steel Imposing Frame with semi-steel surface and pressed-steel Letter Boards

THE HAMILTON MANUFACTURING CO.

Main Office and Factories: TWO RIVERS, WIS. **Eastern Office and Warehouse. RAHWAY, N. J.**

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST

PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

Thalmann Printing Ink Co.

PROCESS INKS & INKS FOR OFFSET PRESSES
BEST GRADES IN ALL SHADES OF COLORS

STEEL AND COPPER PLATE INKS

MANUFACTURERS OF

LITHOGRAPH AND LETTERPRESS

INKS

OUR ELECTRIC ANNIHILATOR A BENEFACTOR FOR PRESSMEN

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HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

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THE THINGS WE DO

DRAWINGS of any description, and for every purpose, in PEN AND INK OR WASH. for LETTERHEADS, CATALOGS, COVERS, MAGAZINES OR AD. DESIGNS.

MECHANICAL DRAWINGS FROM BLUE PRINTS OR PENCIL SKETCHES.
BIRDS-EYE VIEWS.
RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS, WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.

The Artistic

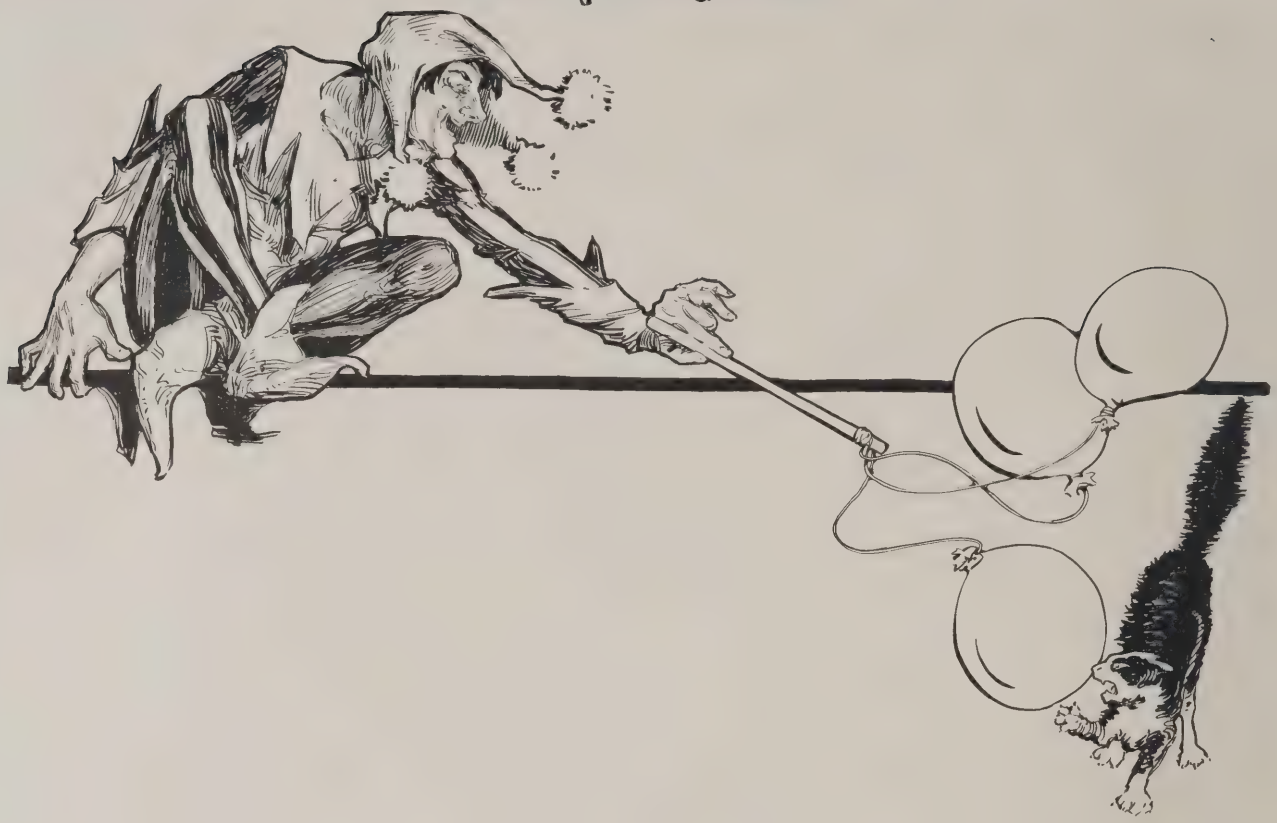
As a printer, you certainly desire to make your work more artistic. You not only strive to give your product a distinctiveness which will attract attention, but you strive, if you are a true craftsman, to keep that work in conformity with accepted standards of art. You also desire that your typography shall be appropriate to the subject — that the type-faces shall, by the nature of their design, strengthen the text.

These type-faces are not only furnished in complete series, that the work may harmonize throughout, but many of them are furnished in families, facilitating production without destroying the artistic unity of the work.

To this end, then, you must not only have a variety of type-faces, but these faces must be of the best in design in order that the most artistic results may be obtained.

And the American Type Founders Company will sell you type-faces which will fill every possible demand.

Set in Bodoni, the latest type fashion by the American Type Founders Company.



WHETHER the purchase of illustrations and engravings is a source of satisfaction and profit or an annoyance resulting in your loss, depends altogether upon your engraver's organization and equipment and his conception of "Service."

Barnes-Crosby Company has a very clear understanding of the printer's requirements, and in the making of printing plates pays particular attention to the following details: **Correct sizes; clean, deep etchings; blocks trimmed perfectly true and mounted exactly type high; prompt delivery.**

We make a specialty of two, three and four color process plates. These plates are made by the latest improved methods and are delivered with consecutive proofs, showing the names and numbers of the inks used. All guess work is eliminated.

Thus in combining artistic reproduction qualities with mechanical perfection, we offer a distinct service to printers.

Barnes-Crosby Company **co-operates** with printers, but **does not compete** with them.

DAY AND NIGHT SERVICE

Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalog Plate Makers

Complete Manufacturing and Engraving Plants

Madison and Franklin Streets, Chicago **Eleventh and Locust Streets, St. Louis**

Branch Offices and Art Departments:

NEW YORK MINNEAPOLIS ST. PAUL MOLINE CLEVELAND KANSAS CITY MEMPHIS CINCINNATI
MILWAUKEE DETROIT ATLANTA INDIANAPOLIS SAN ANTONIO DALLAS

YOU WILL SAVE MONEY

If you anchor close to us when buying complete new outfits or strengthening old ones, or buying anything in our line.

WE GUARANTEE YOU THE BEST

Quality •• Service •• Prices

Our Department of Labor-saving, Time-saving and Space-saving Steel Furniture for the equipment of modern offices, is prepared to give you figures which will materially reduce cost of production of your printed matter.

BARNHART BROTHERS & SPINDLER

CHICAGO
ST. LOUIS
OMAHA

NEW YORK
DALLAS
ST. PAUL

WASHINGTON
KANSAS CITY
SEATTLE

Manz Lead Mould Electrotypes

5c per sq. inch **50c minimum**

¶ Perfect reproductions of original halftone engravings or color type plates.

¶ The saving in "make-ready" time will more than offset the difference in price of electrotypes.

¶ They easily print 50 per cent more impressions than any other electrotype.

¶ The minutest detail is retained.

¶ If you have color plates to electrotype you cannot get them made *without* distortion by the wax mould process. We make this statement advisedly.

¶ Our Lead Mould Electrotypes are guaranteed to be perfect in register, in detail and in printing qualities.

MANZ ENGRAVING COMPANY

Sales Office: 22 W. Monroe Street
Between State and Dearborn

Plant:
4001 to 4003 E. Ravenswood Park

We can offer you special service in Linotype and Monotype composition at trade rates. Correspond with us.

A GOOD STAPLING MACHINE

Is a Convenince and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

FRED'K H. LEVEY CO.

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MANUFACTURERS OF

HIGH GRADE
PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

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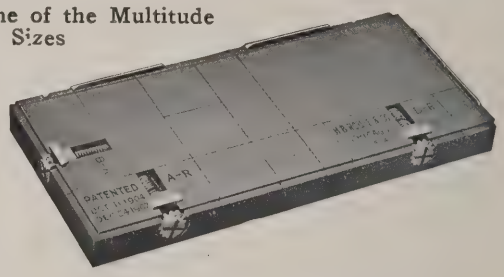
The
Rouse Universal Block

Solves the Block Problem

THE SIMPLEST AND BEST SCHEME KNOWN FOR MOUNTING PLATES

One of the Multitude of Sizes



Size of Page—25 x 55 Ems.

You can make up **eight pages** like this in **five minutes!**

ASTONISHING RANGE OF SIZES

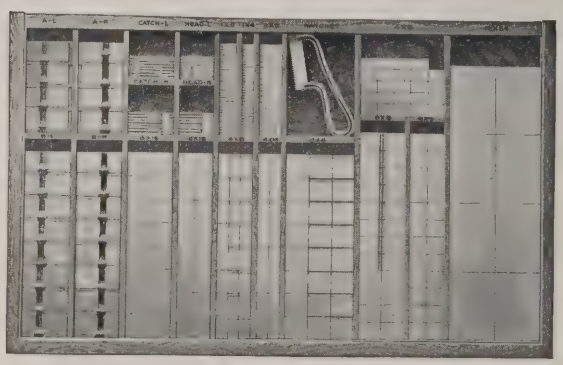
With a single set, costing only $55, you can make up eight pages into about **160 different sizes,** ranging from 17 x 25 up to and including 35 x 51 ems pica, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of two picas in either width or length, or both width and length.

BIG SAVING IN MAKE-READY, TOO!

The Hooks are extremely rapid, strongly made and simple in construction. The body is cast iron, the working parts steel. The jaw has a movement of five picas.

The Catches are made of brass and can not possibly work up on the press.

Bases of Iron. Point system—of course.



One Font Rouse Universal Blocks in Case (Cover removed)

Price, per set, including steel rachet and dust-proof Case that fits a printer's stand, only $55.

Don't waste any more time with out-of-date methods. Order at least one set to-day—**now.**

Sold by Dealers Everywhere

Made only by

H. B. ROUSE & CO.

2214-16 Ward Street, - CHICAGO

The Register Hook People.

F. H. Ringler Co.

TWENTY ONE AND TWENTY THREE
BARCLAY STREET THROUGH TO
TWENTY SIX AND TWENTY EIGHT
PARK PLACE

New York

DESIGNING and
ENGRAVING
ELECTROTYPING
FOR ALL PRINTING
AND
EMBOSSING PURPOSES
ARTOTYPES and
PHOTO-GRAVURES

ESTABLISHED OVER FORTY YEARS

MONITOR SUCCESS

Owing to the Fact that we are the Largest manufacturers of Printers and Bookbinders Machinery in our line in the World, and that our Monitor Machines are acknowledged to be the best, we have several hundred second hand and rebuilt machines (practically new) of every known make, which have been replaced by Monitors, which we are offering at 15 to 50% of their original cost.

Write us if you are interested.

Complete Bindery Outfits Furnished

Manufacturers of Monitor Wire Stitchers, Perforators, Single, Duplex and Multiplex Punching Machines, Paging and Numbering Machines, Creasers and Scorers, Table Shears, Job Backers and Box Stitching Machines.

LATHAM MACHINERY CO.

306-312 S. CANAL ST., CHICAGO

NEW YORK: 8 Reade St. BOSTON: 130 Pearl St
PHILADELPHIA: 1001 Chestnut St.

Wesel Safety 3-Wheel Form Truck

Is the only form truck that supports a form *safely*, no matter how heavy. On all other form trucks the forms require to be supported by hand to prevent falling. The form is supported by the stout rod, to which it is held by an adjustable clamp.

The front wheel has a swivel bearing, so that the load is guided with more ease and sureness than is possible on an ordinary form truck.

The construction is extraordinarily strong, and "Wesel Quality."

The following firms have purchased these form trucks:

Benj. H. Tyrell,	New York City	1	Peerless Printing Co.,	Penn Yan, Pa.	1
H. Feinberg	"	1	Am. Type Founders Co.,	Baltimore, Md.	2
Am. Type Founders Co.,	"	2	John R. Smith Ptg. Co.,	Rochester, N. Y.	1
Railway Equipment and Pub. Co.,	"	1	Mercantile Ptg. Co.,	Wilmington, Del.	1
Trow Directory Co.,	"	1	Miller & Richards,	Toronto, Canada	1
American Bank Note Co.,	"	1	Faithorn Printing Co.,	Chicago, Ill.	3
Am. Type Founders Co.,	Jersey City, N. J.	3	R. R. Donnelly & Sons Co.,	"	1
Baker Printing Co.,	Newark, N. J.	1	Traders Printing Co.,	"	1
State Gazette Co.,	Trenton, N. J.	1	Excelsior Printing Co.,	"	1
Mason-Henry Press,	Syracuse, N. Y.	1	G. C. Dom Supply Co.,	Cincinnati, Ohio	1
Maple Press,	York, Pa.	1	Thos. E. Kennedy & Co	"	1
Jas. McMillan Ptg. Co.,	Pittsburgh, Pa.	1	Republican Pub. Co.,	Hamilton, Ohio	1
Scranton Times,	Scranton, Pa.	1			

Patented, Sept. 1, 1908

F. WESEL MFG. CO., Main Office and Factories 70-80 Cranberry Street, Brooklyn, N. Y.

Salesrooms—New York: 10 Spruce St. Chicago: 431 So. Dearborn St.

When You Buy
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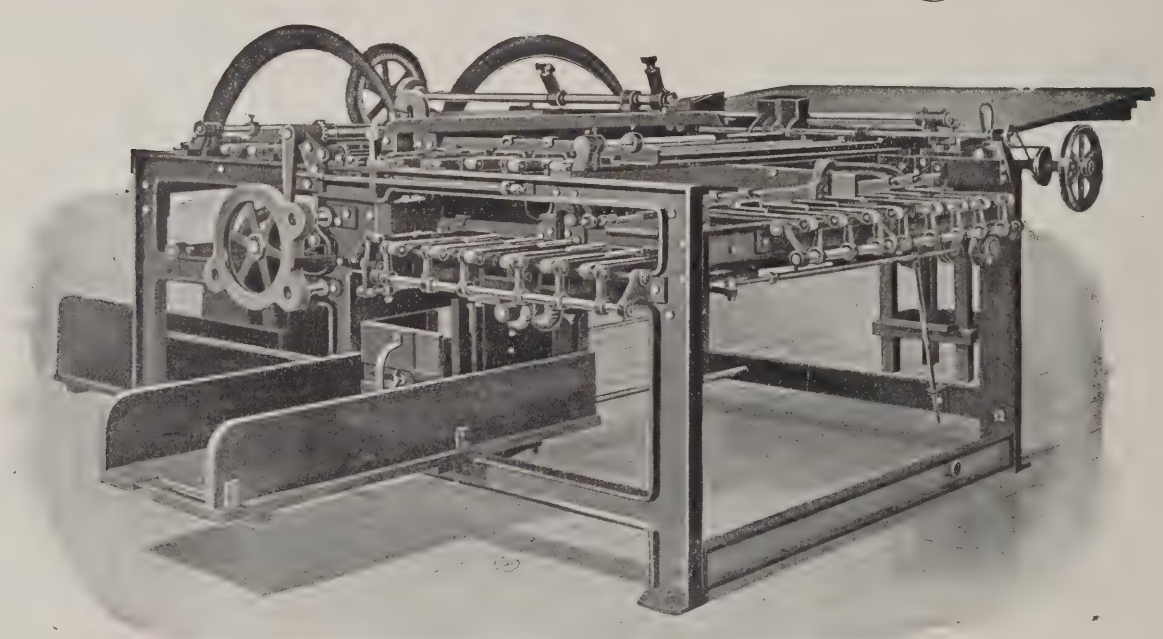

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Volume Thirty | Chicago, February, 1912 | Number Two

"Need of Co-Operation"

By Franklin W. Heath, Secretary United Typothetae of America.

IF YOU will excuse a little sermonizing I think that one of the troubles with the printer is that he does not fraternize enough with his fellows.

There is a marked difference in the point of view of the man who goes to Typothetae conventions, cost congresses, local meetings, etc., and the man who stays at home.

I think the man who goes comes nearer to seeing things right than the man who stays at home. And I ought to know for I've tried both ways.

The fundamental principles of printers' organizations are correctly appreciated mainly by those who have met their fellows year after year at annual and more frequent gatherings. The social side educates and keeps us together.

The interests and conditions of the craft are so various that those who never give themselves a chance to see things as others see them naturally think that the interests of the different sections are discordant and divergent. To me it seems that in essentials the Typothetae are rightly called United. In some places we deal with labor through its organizations, in others the employer and the employed come together as individuals and we have continually the incentive and comparison between the union and the nonunion workers.

Our interests are alike, too, in conducting our business on more conservative and considerate lines. An old saying is that "What man wants is not work, but wages."

The work is but a means to an end. Our employes recognize this basic truth; many of us do not.

We all want work—not for work's sake, but for the creature comforts it brings—and seem to forget that no work can rightly be called successful which does not return the profit which it should earn.

As a class we do more work year after year and secure less profit. Too many seem to think that when they get to the point where they can measure the yearly volume of their business by the hundreds of thousands of dollars they have achieved success; irrespective of whether they earned and received proper compensation for doing that work. It can not be said that most of us don't earn a proper return for our work, but I will say that the printer who collects that proper return is a rare and shining exception. We are all learning what we ought to get. Some are getting it. None of us asks an unreasonable recompense for his entire work. Probably any man now in business who was in it forty years ago would be more than delighted if he could get now for his profit one-half or even one-third of the percentage on the gross volume of his business that he made then. There were printing offices in the early seventies that retained 30 or 40 per cent of the returns for their year's work as their fair profits. There are not many now that manage to hang on to 15 or even 10 per cent of the money that passes through their hands.

It would be a blessing if we could all sharpen up our common sense and common consideration to the point of realizing that we are wronging ourselves and our neighbors every time that we undertake a piece of work which will not pay us some profit. We have no right to work without pay. If we don't need the money our neighbor around the corner may. We are wronging him when we keep a printing office going to do his customers' work without charge.

In these comparatively enlightened days these remarks sound like the merest commonplaces. We have all gotten to the point of knowing pretty nearly what we ought to do. We have had a lot of help in that direction from our trade press and from individual effort, but above all we have been helped by the close relations which the Typothetae has engendered. We have all got to thinking somewhat of our business as a whole. We have been educated to the receptive point. The printer of today can appreciate and understand the sound doctrine and luminous common sense of cost congresses, Typothetae conventions and printers' gatherings where cost-finding methods are expounded. The Typothetae has drilled it into the printer that he ought to and should make money in his business and now it is showing them how to make it.

I am one of those who do not believe that competition consists solely in fighting for the privilege of making the lowest prices. I believe that competition and co-operation may go hand in hand—that there are many ways in which we can compete in addition to the matter of price. I know this to be true, for in those towns where the United Typothetae of America is strong our members are co-operating in everything, and each is making a greater margin of profit than ever before and is at the same time receiving his regular proportion of the business offered. They compete for business, too; but they don't base their claims for

patronage on the low prices they are going to give. They talk quality, service, prompt delivery. They have no time to mention the shortcomings of others in the business for they are too busy telling customers about the value of the service they are going to give them and how well they are fixed to handle their work. They often speak of a competitor, to be sure, but when they do they say something favorable regarding him. If the plant is not able to handle the work of the inquirer to good advantage, each of these Typothetae printers will promptly tell him so, and will at the same time suggest that Brown or Jones—perhaps both of them—have better facilities for the job in question, and advise that the order be given one or the other of these competitors. When one plant finds itself crowded, it sends presswork, composition or binding to a competitor who is not busy in the congested department, and the competitor does the work at regular rates less 10 per cent or so, and

Frank W. Heath, Secretary U. T. A , Philadelphia

in this way they guard against overequipment. What is the use, pray, of bringing additional presses, composing machines, wire stitchers or other machinery to a town in which a big percentage of such machinery is constantly idle? Co-operation through membership in the United Typothetae of America is reforming many of the evils which have been so universal in the past that they were taken as matters of course and caused no comment.

Co-operation works for the general good in other ways, too. One man finds that he spends a hundred hours on a certain job, and that as a consequence he loses money on it. He mentions it at the next Typothetae meeting, and learns that his neighbor produced the same work in seventy-five hours six months previously. The two get together, and the man who was able to do the work in the shorter time explains how he did it. In such a case the reason will be found to be that one plant is more efficiently operated than the other. Efficiency is a matter of great moment in a printing plant, and without cordial co-operation the highest grade of efficiency can not be reached. True, in practically every plant some one thing—perhaps several of them—is done as efficiently as it can be done; but, while this is true, there are a thousand and one other things which are done better in other shops. A printer who has worked all over the United States, and who is looked upon by those who know him as being one of the best men in the business, informed me a few days ago that he learned a better and more economical way of doing one or more things in every plant he ever worked in if he stayed in it for as much as a week, and I know that by remembering and applying the knowledge thus gained he has risen far above the average workman.

The United Typothetae of America is doing for the whole body of master printers what this journeyman has done for himself. This getting together and discussing matters of efficiency and standardization is one of the most valuable and greatest benefits of organization. It is the sort of co-operation that pays in added profits each year a sum many times greater than the small expense incident to membership in our association. To further extend and make available to all the benefits that co-operation of this kind gives, the United Typothetae of America is printing a bulletin each month, and distributing it free, which is spreading the combined knowledge of our membership throughout the length and breadth of the land.

It is not enough that we co-operate locally. Would that suffice this meeting would never have been held. The interests of all—the interests of the printer in the hamlet and in the metropolis—are identical, and this is true regardless of what section of the country our plants chance to be located in. Crying wrongs need reforming, and these wrongs are the same everywhere. It is the purpose of the United Typothetae of America to reform them. It is our purpose to standardize methods, to point out wherein we can gain in efficiency—in a word, to bring on an era of prosperity such as the printing business never before experienced. We are doing it, though even yet there are those who tell us ours is a utopian dream. Nevertheless, the United Typothetae of America is succeeding—succeeding through co-operation.

SUPERSTITIONS RELATING TO COMPOSING ROOMS

One superstition common to many printers is that they are spending a lot of money for type. The fact is that most of the money they pay the typefounder is for printing materials, machinery and other equipments. When they pay the typefounder's bills these printers mentally and erroneously debit all the expenditure to type, and when a new business-attracting type face is produced these printers deprive themselves of the use of it because they think they are spending more than they actually do for type.—Selected.

The influence of Pittsburg's new art commission has been felt in all the departments of the city government. The latest to be affected is the controller's office and hereafter all bonds that are issued by the city will be printed in a standard color which will be adopted.

Some of the bond buyers have suggested that Controller Morrow adopt the royal Japanese blue for the color scheme. This met with favor from the controller until he began to call up the bond printing companies to order the new color on a small lot of bonds that are now in the hands of the printer and was unable to find any printing company that had the color.

If the controller is unable to find the royal Japanese blue he will have the scroll work done in yellow and the printing in black, carrying out on the bonds the scheme of the Pittsburg colors. Art, however, is what is wanted, and art will prevail.

Efficiency

J. M. Thomssen

The following address was delivered before the Efficiency Club of Cincinnati, November 20, 1911, by Mr. J. M. Thomssen, recently elected president of the Ben Franklin Club of Cincinnati:

FROM a speech on the wool schedule, delivered by the Hon. William C. Redfield of New York in the house of representatives, June 12, 1911, I shall take a few illustrations that are applicable to the subject assigned me.

In a quotation of prices for a machine in a mine in Japan, the American was $215 less than the English. American locomotives have been sold in competition with the world market in Japan, Formosa, Manchuria and Hongkong. In January, 1910, the Imperial State Railways of Japan bought several million dollars' worth of locomotives from an American manufacturer in competition with German and English manufacturers. At the locomotive shops of the Imperial Railways the master mechanic said to the American manufacturer that they could make locomotives cheaper than we could make them in America. "What makes you think your locomotives cost less than ours?" the American asked. "Why," he answered, "because we only pay one-fifth the wages to our men that you pay to yours." They got out the cost books and found it to be a fact that the labor cost for locomotives on the same specifications was three and one-half times greater in Japan than in America. Shoes manufactured in America are sold for less money in Calcutta than on Broadway in New York City. In America there are manufacturing houses that sell no goods in the United States. They pay as high wages as any one. There is one in Poughkeepsie, N. Y., making agricultural machinery, another in or near Newburgh, N. Y., one in New York City and many more.

Mr. Redfield in his speech gives many more illustrations showing the superiority and efficiency of the American workmen which I will not mention here. There are, however, a few, obtained from other sources, that I should like to refer to.

In Japan twenty women, each with a rope, lifted the pile of a pile driver and were paid twenty cents a day. The cost of driving these piles in Japan was four times as great as the same work done with improved machinery and efficient workmen in New York City. In India labor on railroads costs one-eighth that of similar labor in America; but it has been only very recently that the cost of freight per ton mile was lower, and then only a trifle, in India than in America.

Cheap labor requires extra superintendence, and it is frequently the case that a given amount of work done by cheap labor costs more than that done by experienced men, experts in the calling which they are following. Obsolete machinery and equipment increase labor cost—not the wages paid to the men doing the work. To get the maximum output at the minimum cost of labor the factory must have the best and latest machinery with which to handle the goods to be manufactured economically. If there is no other thing that the introduction of cost systems in the various printing offices has done than to bring to the attention of the proprietors the lack of equipment, this alone will more than pay for the installations of the same. Years ago, when actively employed in the composing room, during the busy season, more time was wasted by the men looking for sorts than it took to set up the job. The modern printing office of today should have an ample supply of type, leads, slugs, furniture, etc., and this should be so arranged that the work can be done with least possible exertion and in the least possible time.

The cost of output varies with the workmen, equipment, local conditions, superintendence, discipline, etc. The cost of doing a certain piece of work will be 50 per cent greater in one office than in another. The cost of hand composition is much more in an office doing mercantile or strictly job work than in an office doing book and job work on a larger scale.

We must not lose sight of the fact that efficiency is not a question of wages but a question of rate of output. Years ago we all had the impression that wages were the main factor in the cost of production; but our cost systems show us that wages are frequently the smallest part of the cost of getting out a certain piece of work. It is becoming more and more a question of what a man produces for the wages paid him, and it has been clearly demonstrated that some men are expensive help no matter how small the wages they receive.

To secure the greatest efficiency in the printing business the following must not be overlooked:

1. Modern buildings and equipment. One cannot expect the best results from an office located in a dark, dingy basement, where it is necessary to use artificial light at all times. Great care should be exercised in selecting a building well suited for the printing business. This building should have every convenience for handling the materials used in the business economically and with the least possible loss of time.

2. Proper arrangement of plant. One of the best arranged plants I ever visited was a one-story building, where the raw material was brought in at one end and the finished product was sent out at the other end of the building—and this was a printing plant. It would surprise one if accurate time were kept, the number of hours wasted in many plants in taking the work from one place to another, and not infrequently work is taken from one room to another and then brought back again to the first room to go through another process in the manufacture of the goods.

3. Ample power, space and light. In many cases the business has outgrown the size of the plant. Instead of having a surplus of power, when running full, the power plant is overtaxed, and there is always more or less uneasiness that at a time when most needed there will be a breakdown, causing great delay and much loss of money. Every department of the factory is overcrowded, and frequently men are so close to each other that they are in each other's way. Machines have hardly enough space around them to get at them to advantage, to say nothing of a place for the stock or materials used. More attention has been given lately to lighting our factories. Modern buildings are being erected with a view of getting as much natural light as possible, and great improvements have also been made in the artificial lighting of our shops.

4. Scientific management. The person selected for a foremanship in an office should, by all means, be a good manager—should know how to handle men. It is generally taken for granted that the workman will give the least work for the greatest wage, and the employer will try to get the most work for the least wages. The interests of the employe and employer are mutual. The employer can only pay the highest wage when the employe gives him the very best that is in him during the time he is employed. The foremen or superintendents must so arrange the work that it may be done with the least loss of time possible. Men should be so distributed that they will perform the work for which they are best fitted and a man's fitness for a certain class should be scientifically developed. A

constant and careful study should be made of every operation of work in the various departments.

Foremen should heartily co-operate with the workmen and take a personal interest in the men in their charge. Where a workman proves himself more competent than his fellows the foremen should not hesitate to favor more pay for the deserving one. All available knowledge should be applied both by the foreman and the journeyman. The time and best thought of foreman and workman belong to the employer while they are working for him.

Recently an editorial appeared in the Times-Star on Emperor William of Germany. Reference was made to the general expectation that his ascendancy to the throne meant war in Europe. But he speedily dispensed with the services of Bismarck, and gave all his time and energies to the industrial development of Germany. The recent difference with France was used to give the German merchant a larger market for his wares. When the Germans began to be competitors of the English and sold their wares in England, a law was passed in England requiring all goods manufactured in Germany to be stamped "Made in Germany," hoping thereby to create a sentiment against the goods so marked. The opposite was the result. "Made in Germany" became a trade-mark recommending the goods to the purchaser. One imprint on a certain piece of work should be a recommendation for the work done. We should not only be efficient but thorough in all that we do.

In closing let me give a concrete example of efficiency in one of the larger printing plants in our city:

In 1897 the sales were	$203,259.02
In 1898 the sales were	219,756.54
An increase of	$ 16,497.52
In 1897 the pay roll was	61,012.16
In 1898 the pay roll was	55,995.43
A decrease of	$ 5,016.73
In 1897 the profit was	$ 29,453.10
In 1898 the profit was	36,477.44
An increase of	$ 7,024.34

The above statement shows an increase in the sales of $16,497.52, with a decrease in the pay roll of $5,016.73 and an increased profit of $7,024.34.

What was accomplished in the office referred to can be accomplished in every office in our city. With greater efficiency—a close study of methods—wonderful results can be obtained.

Keeping Printing at Home

Inspired by the recent action of the Pittsburg Industrial Development Commission local printers, publishers and paper jobbers are working together to keep Pittsburg's printing orders at home. Among the leaders in this campaign is the Alling & Cory Company, paper jobbers. This firm is sending out an attractive folder which calls attention to the matter of "Boosting in Earnest Versus Hot Air." It is declared that "if Pittsburg will place all her printing at home her printers will lead the country in quality, proportionate volume of business and low prices." The folder is offered as "a Pittsburg job, written and designed by a Pittsburg advertising firm, plates made by a Pittsburg engraver, the printing executed by a Pittsburg printer and Pittsburg paper is used."

Thirty-five hundred copies of the folder have been mailed to the trade and patrons of printing houses throughout the Pittsburg district. Each month a new folder will be sent out.

A Great Convention of Master Printers of Middle Atlantic States Held in Philadelphia

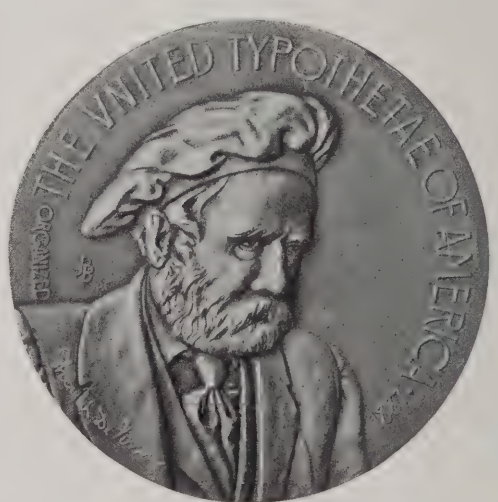
By Benjamin S. Herbert

A LARGELY attended convention of master printers of the middle Atlantic states (New York, Pennsylvania, New Jersey, Maryland, Delaware and District of Columbia) was held in Philadelphia Tuesday and Wednesday, January 16 and 17. Approximately 800 delegates registered. The sessions, lunches and banquet were all held in the same building—Scottish Rite hall, Broad and Race streets.

The meeting was one of great enthusiasm and the delegates evidenced strong interest in the papers and addresses throughout the proceedings. It is the opinion of the officers of the congress that as a result of the meeting a greater impetus has been given to the movement of cost finding throughout the East.

A memorable feature of the occasion was the banquet Tuesday evening, at which about 1,000 printers and supply men were present. There were no speeches—the time necessary in the conduct of the busy executive sessions would not permit it—but an air of jovial good fellowship prevailed. Popular songs were sung with enthusiasm. The national anthem brought the hundreds of banqueters to their feet and with loud huzzahs they voiced their sentiments.

Another especially pleasing incident of the great convention was the presentation of gold medals to three past presidents of the United Typothetae of America. This was not on the programme and was a surprise to the



recipients as well as to the congress. The presentation speech was made by Captain J. Stearns Cushing, president of the United Typothetae of America, in a happily courteous manner.

The past presidents who were honored were Mr. Harry P. Pears of Pittsburg, Mr. Wilson H. Lee of New Haven, Conn., Mr. E. Lawrence Fell of Philadelphia and Franklin Hudhon of Kansas City, Mo.

Tuesday Morning's Session

Mr. C. Lawrence Fell was selected as the presiding officer and chairman of the convention. After the invocation by a local clergyman, Rev. Joseph W. Cochran, D. D., the mayor of Philadelphia, Hon. Rudolph Blair Kenburg, delivered a brief address of welcome. He was introduced by the chairman as "the solver of the cost problem for Philadelphia, who is giving the city a business administration for the first time in its history."

The mayor lauded the art of printing, declaring that

it was one of the most potent factors in the progress of civilization. He acknowledged that he was endeavoring to give Philadelphia a business administration and referred to the city as a big corporation with a million and a half stockholders who were getting their dividends in good government.

Greetings of Philadelphia printers to the visiting delegates were extended by Mr. George H. Buchanan, one of

the veteran printers of the city, and the response was made by Captain J. Stearns Cushing.

Mr. Buchanan in a happy speech cordially welcomed the visitors and expressed the hope that every delegate would take advantage of the privileges offered. In part he said:

"Yours is no sentimental mission. You are not here to see the Liberty bell but to seek a knowledge which will bring individual liberty in business. You are here to secure the power and extend the influence which will enable you to pursue your calling in peace."

He declared that the cost congresses that have recently been held were the means of making up a symposium of brains not found in other gatherings.

Mr. Cushing in his response referred to one of Mr. Buchanan's previous remarks regarding the birth of American liberty in Philadelphia. He differed with his predecessor and said that the child "Liberty" was nurtured in Faneuil hall, Boston, and had been brought to Philadelphia as a lusty infant.

Captain Cushing was of the opinion that the printer needed a new motto and in addition to following the injunction "Man know thyself" he should follow the words "Man know thy business."

Until the agitation for looking into costs was started, the speaker said, few printers had made a success. He spoke of the manner in which the Typothetae started the movement and as a result of the vigorous campaign of promotional education a great change had followed. The printer should have a surplus of money with which to make investments outside of his own business, and should be so circumstanced as to be able to proudly meet the bank president, to discount all bills, buy new machinery for cash, and especially to place himself and family in a respectable position in the community.

Captain Cushing, in closing, advised the printers to follow the words of the quotation: "To thine own self be true and it must follow, as night the day, thou canst not then be false to any man."

The election of a permanent chairman was made from the floor and resulted in the heartily unanimous choice of Mr. Fell for the position. Two secretaries, Mr. W. J. Eynon of Washington, and Mr. W. H. Albright of Reading, Pa., and a treasurer, Mr. Robert M. Fell of Philadelphia, were elected with like unanimity.

Mr. J. A. Morgan, chairman of the cost committee of the United Typothetae of America was warmly greeted as he arose to present his address, which is printed elsewhere.

Mr. John Clyde Oswald, editor of the American Printer, followed Mr. Morgan. Mr. Oswald's introductory remarks were of a somewhat humorous nature. He referred to his reading of the autobiography of Benjamin Franklin as being one of the most helpful and inspiring influences in his life and advised every printer to read the volume.

Mr. Oswald's subject was "The Printer of the Future."

Franklin M. Heath, secretary of the National Typothetae of America, read an address, "The Need of Co-operation," appearing elsewhere in this issue, which was warmly received by Congress.

G. H. Gardner of Cleveland was unable to attend the meeting, but Julius S. Weyl of Philadelphia read Mr. Gardner's address, "The Printer as a Business Man." In this paper Mr. Gardner deprecated the common habit of printers in their announcing themselves to be poor business men. He was of the opinion that the printer is as good a business man as those engaged in other lines. He gave the cost system and its installation in many Ohio printing establishments much credit for the prosperity of the trade in that state.

At about 1 o'clock the printers adjourned to the banquet hall on the top floor of the building, where a very elaborate luncheon was in waiting. The picture shown herewith was taken at this time. It is estimated that there were nearly 700 printers and supply men in the room.

Tuesday Afternoon's Session

At 2 o'clock the meeting was again called to order. The first speaker of the afternoon was Albert W. Findlay of Boston.

Mr. Findlay's subject was "The Meaning and Necessity of Cost Finding," and without the least doubt he thoroughly convinced his auditors that they must know their costs if they are to attain any degree of success. Mr. Findlay supported and re-enforced his arguments by the use of a chart and indisputable figures. He maintained that the printers have been the last to realize the necessity of the introduction of the cost system. "At one time," he said, "probably not more than 5 per cent of the printers knew what it cost them to produce. Since then they have been gradually waking up. No business needs the cost system more than the printing business."

Advertising Expert Says One Newspaper Ad Worth a Ton of Printed Matter

One of the most interesting addresses was that of Mr. George H. Perry, a New York advertising expert, who branded the printer as the veriest novice in advertising his own business.

Mr. Perry urged the printers to stop advertising "lowest prices" and to begin advertising service. "Tell them not how cheaply you will do the job, but how well," he said. "And rather than engaging continually in an endeavor to take away business from the other fellow, create some new business for yourself. John Wanamaker, probably the greatest merchant in the world, has said repeatedly that a large proportion of his business has been created by suggestive advertising, inducing people to purchase things for which there had been no pronounced demand previously."

Mr. Perry discussed his subject largely from the psychological standpoint, and to those who had not heard of the psychology of advertising many of the facts presented were evidently in the nature of a revelation.

He said that as a buyer of printing he had always found

some one who would do business at a loss, but not always to his own profit. The low-priced printer was usually the least competent. Mr. Perry volunteered the information that his last large order had been given to the printer submitting the highest price.

He was of the opinion that salesmanship would sell apparently high-priced printing and said that salesmanship is to advertising what fruit is to the blossom.

Mr. Perry favors newspaper advertising above any other form and declared emphatically "one newspaper ad carefully prepared is worth a ton of printed matter."

The Small Printer Given Special Attention

The small printer was given special attention throughout the congress, but more especially so at Tuesday afternoon's session. Mr. Chadwick P. Cummings, manager of the Printers' Board of Trade of Philadelphia, spoke for two hours upon the adaptability of the cost system for the small printer. He elucidated all his points by means of charts, copies of which, in book form, had been placed in the hands of those present. The speaker answered numerous questions as he proceeded, and the answers were often witty as well as thoroughly instructive.

Among other things Mr. Cummings said: "The printer should have a complete inventory whether he has a cost system or not."

He deplored the practice of making blind estimates to customers when a system was at hand by which the cost of every job could be computed in advance almost to a cent, it then remaining for the printer only to add his proper profit in making his bid for the job. On the charts were shown tables for computing the preparation and production cost, filing the job record, the workman's daily report, the salary tabulation, details of press room operation, order record, job instructions, daily summaries in the different departments and a host of other details incident to the business.

He dwelt upon the foolhardiness of printers in continuing the expensive practice of failing to include in cost of production the annual depreciation that is bound to come to a plant, and advised that 10 per cent be the annual charge to depreciation. Another statement that was new both in theory and practice with many of his auditors was that they should figure as an expense and a part of the hour cost of their plant the interest on the money they have invested in their business, including the interest consumed in carrying their customers' accounts.

Mr. Cummings' discussions and explanations were very exhaustive and no doubt had an effect which will be reflected in hundreds of small, as well as large, print shops in the eastern section of the country.

The latter part of the afternoon was in the nature of an "experience meeting." Three printers, "small" printers of Philadelphia, related their experience with the cost system installed in their offices.

The remarks of these printers enforced (if that were possible) the points made by Mr. Cummings. The speakers, Frank M. Acton, Joseph Brennian and I. J. Friedman, talked of their business affairs like public accountants and evidenced an exact knowledge of how they were to succeed and it was evident that they had established perfectly defined lines of business policy along which they purposed to work.

The last speaker, a German of Jewish persuasion, provoked storms of laughter by his quaint expressions and naive arguments.

Stereopticon Lecture and Play Tuesday Evening

After the banquet, already referred to, a stereopticon lecture, "The Printer and the Dollar," was given by Mr. Henry P. Porter of Boston.

The tables which Mr. Porter presented in illustrating his lecture were of illuminating interest to many of the printers. He advised the printers to get rid of the price-cutting microbe. The practice of shaving prices so as to get a little below other printers has resulted in infinite harm to the business, he said. As a basis on which to fix rates, he joined with the other speakers in advocating the use of a cost system. "The study of cost is the most important part of the printing business," he declared. "Cost has steadily increased and yet the printer permits his rates to remain about the same as they were years ago. While the workman's hours have been decreased, wages have been going up. Meanwhile prices remain the same. How the business has stood it I can not understand."

Following Mr. Porter's lecture the three-act play, "The Revised Proof," was presented by members of the Philadelphia organization.

The play depicts the troubles encountered by a young man, W. Caxton Rittenhouse, devoted to the production of art printing without any knowledge as to the cost of conducting his business.

His bookkeeper prepares a statement showing that the business is $15,000 in debt. Disaster impends and young Rittenhouse decides to commit suicide as a way of escape. Reba Blackstone, his sweetheart, rushes into the office just in time to save him from taking his life. As the daughter of a wealthy man and a successful business woman, she advances $30,000 and enters the business as a partner.

A cost system is installed and within a year a very remarkable degree of success is reached. The moral of the play is obvious.

The "Revised Proof" was written by Mr. William Griffins, manager of the Charles Eneu Johnson Printing Ink Company. It shows that he possesses an accurate understanding of the conditions that have prevailed in many printing offices.

Wednesday Morning's Session

In the absence of Mr. O. D. Schock, president of the Pennsylvania State Editorial Association, his paper, "The Country Newspaper and the Job Office," was read.

Among other things contained in the paper were the following paragraphs:

"The support that the local newspaper and job printer receives from the business people of a town is a true index of the life of the town and trade conditions. Advertising columns invariably form their commentary; they indicate more plainly than spoken words that it is a real live, or a dead town, and if the latter is the case, some stimulating influence is badly needed."

"It is personal solicitation and the ripening of acquaintances that open the way for future business and success among our country constituents."

"It is fortunate, indeed, that the old vicious and unbusinesslike plan of price cutting is becoming less popular; in fact, in many sections it is obsolete, and there is established an approximate standard of values for all kinds of printing. Let us continue to consider the cost problem most seriously and determine at all hazards to carry out the old but familiar injunction to live and let live."

Mr. Schock extended a cordial invitation to every one present to attend the convention of the Pennsylvania State Press Association at Harrisburg in February.

Another address was given by Mr. Henry P. Porter, his subject being "What Organization and the Cost System Can Do for the Printer." This paper appears elsewhere.

Mr. J. E. Wade of Haverhill, Mass., followed with a talk descriptive of his experiences with a cost system and of the manner in which the printers of his town co-operate

in upholding one another, eliminating trade abuses, useless competition and price cutting.

Mr. Wade declared that the biggest investment he ever made was that of joining the movement for co-operation and cost finding. He said that less than two years ago the printers of Haverhill would not speak to each other when meeting upon the street, so great was the spirit of their enmity. Now they meet every Wednesday evening and in a friendly way discuss their problems, exchange experiences and when one man was recently in difficulty as to how to produce a job they all joined in lending assistance. They "farm out" their work to one another.

Mr. Wade told how the printers of Haverhill not only organized in their own town but went to Salem and other towns and finally organized as the Essex County association.

The speaker described his experience with and application of the principles of the cost system. He has increased the efficiency of one machine 25 per cent and that of his shop 10 per cent. He referred to the soliciting of work as "common stealing" from other printers. On one occasion a man wanted him to do a job and Mr. Wade would not do it after he had asked of the possible customer if he had been satisfied with the last order, done by another printer, and that the price was right and treatment satisfactory.

Mr. Wade will not estimate upon a job that is the least complicated and said that he did not care to do business with a customer who would not trust him. If the work was done and the customer seemed doubtful about the correctness of the price, a reference to the time ticket and report of each workman brought satisfaction.

He "jumped the price" of one job from $7 to $15 and upon the customer's remonstrance, objection and inquiry for the reason of the increase, Mr. Wade pointed to the time clock and said that there was a good timekeeper beneath its face.

One printer of Haverhill, Mr. Wade said, had cut out 55 per cent of the business he had been doing before he found what his costs were and now, though the volume had decreased, the profits had increased.

"I'll tell you what's the matter," declared the speaker, "we've been spending money foolishly instead of saving and investing. We have been crazy to get more business so that we could get more machinery and then again more business and more machinery, in regular rotation."

As to the price hunter, Mr. Wade told of one of the local aldermen who was receiving $6 a day and had spent half a day in getting prices on a $1.75 job. When one man came into his office and submitted a job for estimation Mr. Wade had complied and was told that the price was too high. The dialogue continued, Mr. Wade asking "How much are you getting a week?" The answer came "Twenty-five dollars." "Well," Mr. Wade said, "I want you to work for me. If you can tell me what a job is worth offhand without figuring upon it when it has taken me thirty years to learn what I know about the printing business and my estimates are all wrong—why you're too good to lose."

Mr. Wade was of the opinion that many printers lacked backbone and that the knowledge of the cost of producing jobs was one of the surest methods of supplying that important part of every man's anatomy.

He pointed out that some members of the craft had failed through not keeping upon friendly terms with employes, a policy which he considered essential. "We are not in business," he said, "for health and must get results by every honorable method possible to employ."

Mr. Wade pleaded for honesty in the office as well as without and reminded his hearers that there was a law of compensation which must always be borne in mind. "You have no more right to soak others than yourself and if you treat the other fellow dishonestly, you'll hear from it some day, as sure as fate."

One thought expressed by the speaker which the audience of printers received enthusiastically was "Don't figure on a job you know there is no money in—you can't lose one penny on a job you don't do."

Professor Barnes of Wharton School University of Pennsylvania, representing J. A. McCarthy, trust officer Real Estate Trust Co. of Philadelphia, read a paper upon the subject, "The Printer and His Banker."

The speaker pointed out the fact that there should be a mutual exchange of trust and confidence between the printer and the banker. The word credit, being a derivative of the Latin word "credo"—to believe—was suggestive of his meaning. The banker must believe in the printer and have faith in his promise to pay back borrowed money and to fulfill agreements. The speaker continued:

"The banker must have a sufficient amount of assets upon which he can realize quickly to meet sudden demands; the printer, on the other hand, can secure an extension of credit. The banker can take no risks."

The speaker considered that it behooved the printer to find out the policy usually followed by the banker from whom he intended borrowing money and also to remember that the honest banker is but the custodian of funds belonging to others, every penny of which he must return, most of it with interest.

W. J. Cynon of Washington presented a paper, "What the Cost System and Co-Operation Have Done for the Printers of the Country."

He recited the experiences of the printers of Washington as being largely typical of conditions everywhere. The speaker said that fifteen years ago the printers were only getting 50 cents an hour for composition. A meeting of printers was called and the price of 65 cents fixed, but they continued to lose money. The price of 80 cents was finally made, though the loss still continued.

The printers then disbanded and during a dull season prices were cut without regard to costs. Upon reorganizing the rate of $1 an hour was agreed upon and later $1.25, which finally permitted the making of a percentage of profit. Higher prices have prevailed since and the business has grown steadily from year to year.

In illustration of the growth of the spirit of co-operation among printers and of the value of organization, Mr. Cynon told of the recent experience of a large buyer of printing in Washington who had written to New York and Philadelphia for prices. Answers were received from two printers in New York, one to the effect that he did not care to disturb trade conditions in Washington, and the other that he was too busy.

Wednesday Afternoon's Session

John M. Imrie, Toronto, secretary of the Canadian Press Association, addressed the congress upon the subject, "The Cost System and the Canadian Printer."

Mr. Imrie announced that a trade school was to be established in Montreal for the education of apprentices. The speaker described the condition of the trade in Canada, indicating that seven out of ten offices were small in size and most of them had newspapers in connection, the production of which took much of the time.

He gave several illustrations of the difficulties attendant upon the propaganda of the installation of cost systems. Mr. Imrie went to one town in Ontario where there were four printing offices, each publishing a newspaper. He wanted to organize a local cost convention. He spoke to one of the proprietors about it. The first question was "Is so-and-so to be there?" The reply was "I hope so," and the answer by the proprietor was "Well, if he is to be

there I won't go." Three of the printers refused to come to the meeting for the selfsame reason.

In illustration of the prevailing ignorance of approximately correct systems of estimating, Mr. Imrie told of one convention of printers where an estimating school was opened. On one booklet, one printer figured twice as high as the lowest and upon another job the man whose figures were highest on the first estimate was found to be lowest on the second. This opened the eyes of the Press association officers and the present campaign of education was launched.

The speaker said that there were hundreds of printing offices where the proprietors were drawing less than $1,000 a year in salaries.

In a company of fifty printers recently gathered, it was found that not one of them had a system of cost finding.

The work of the Press association in promoting cost study, efficiency and co-operation has been meeting with success, though the obstacles have been discouragingly numerous. Antagonisms were slowly being dispelled and a feeling of mutual dependence and brotherhood was becoming more prevalent.

Mr. Imrie said that one of the most important business campaigns in the history of the country, in fact of all countries, was to be started February 5. The purpose will be to advertise advertising. Several large papers in Canada had agreed to give space worth $1,000 in carrying on the campaign.

The speaker invited the members of the congress and others interested to attend a large cost congress to be held in Toronto, February 22 and 23.

"The Importance of Trade Co-Operative Fire Insurance" was the subject of a brief, though interesting address by Mr. Alfred J. Ferris, secretary Graphic Arts Fire Insurance Co., Philadelphia. Mr. Ferris said that 60 per cent of the printers of the United States are entirely ignorant of what is contained in their insurance policies, and in case of fire a larger per cent would not receive as much from the insuring companies as they should get. He offered to send a booklet minutely descriptive of the subject to every inquiring printer.

The last speaker was Mr. Charles Francis of New York, who described a fire drill which he had organized for his large force of employes.

The reports of the committees were received and read as follows:

Report of Committee on Resolutions

We strongly recommend the adoption of the Standard Uniform Cost-Finding System in all printing offices and in all engraving, electrotyping, binding and kindred industries.

1. For the purpose of arriving at the cost of production of printing we recommend that the unit of product shall be the sold hour in the several departments.

2. That the standard hour cost shall be the gross cost, namely—labor plus all overhead expense, department and office.

3. That the standard method of caring for the overhead expenses shall be to charge direct to each department all necessary items, and to distribute office or general overhead expense on the basis of total department costs, including pay roll.

4. That stock handling, storage and shipping shall be kept as a separate department and included as an item of general overhead, to be distributed over the several departments of the business. That stock used and outside purchases for orders shall be kept as separate departments in the same manner as are other departments of the business, and the necessary percentage of overhead must be added to the delivered price at the plant, and profit added to this amount. (Note—This paragraph was not adopted as read, but was referred to the committee on permanent organization of the congress, to be considered by them in conjunction with the cost committee of the United Typothetae of America.)

5. That the standard terms of sale of the printer's product shall be thirty days net, due on the tenth of the month following date of purchase.

6. That the rate of depreciation on standard machines to be charged to cost of production shall be 1 per cent annually of original purchase price.

7. That the standard rate of depreciation on type shall be 25 per cent per annum of its original cost.

8. That the standard of depreciation on type stands, chases, stones, etc., shall be 10 per cent per annum of their original cost.

9. That the standard rate to be charged off for bad debts shall be 1 per cent of volume of yearly sales.

10. As a requisite for determining costs we indorse and deem necessary the use of an efficient inventory system. Experience has demonstrated that inventories for insurance adjustments by appraisal companies have proven most satisfactory.

11. We recommend the formation of local Typothetae bodies (where none now exist) wherever there are five or more printing firms in a locality, and where there are less than five that the individual printers become members of the United Typothetae of America.

12. We recommend a close study and application to each business here represented of the cost and business principles which have been the subject of favorable consideration by this body.

Your committee also suggests that this convention extend a vote of thanks to the printers of Philadelphia for their effective efforts in promoting this convention and so successfully caring for all the manifold details in connection with it.

Respectfully submitted,
Charles F. Warde, chairman
Byron S. Adams
J. Spencer Brock
W. H. Albright

The following preamble and resolutions were passed by the board of trade department of the Boston Typothetae board of trade at a meeting held December 7, 1911:

Whereas, the machine hour costs collected by the various printing trades associations are no more an indication of the relative efficiency or profitableness of different types of printing machinery than they are evidence of the ability of the proprietors of the different offices from which these figures were obtained; and

Whereas, it is impossible to draw any conclusions from these hour costs without complete information as to the conditions under which the machines are operated, the kind of work on which they are used, and the number of productive hours; it is hereby

Resolved, that we place ourselves squarely on record as being opposed to manufacturers of machinery using these figures to substantiate claims for low production costs, which not only defeat the very object for which these figures were obtained, but also mislead purchasers of machinery; and be it further

Resolved, that advertising machinery on the basis of "decrease your costs, make lower prices to get business, etc.," is detrimental to the printing industry and should be discontinued by all parties selling machinery.

These resolutions were later adopted by Ben Franklin Club of Chicago, New England Cost Congress, Ben Franklin Club of Cleveland, Graphic Arts Club of Portland, Me.

Report of Committee on Permanent Organization

We recommend that the work of the cost congress of the Middle Atlantic states be perpetuated and continued by the appointment of a permanent conference committee consisting of twelve members.

Four from New York state, four from Pennsylvania, one from New Jersey, one from Maryland, one from Delaware and one from the District of Columbia.

That the chairman of this cost congress shall be ex-officio a member and serve as chairman of the proposed conference committee. We further recommend that this conference committee be elected by the delegates present; that said committee consist of the following:

New York state—Edmund Wolcott, William Green, New York city; R. J. Hausauer, Buffalo; F. L. Lyman, Syracuse. Pennsylvania—Charles F. Warde, Pittsburg; O. D. Schock, Hamburg; J. Spencer Brock, Charles L. Kinsley, Philadelphia. New Jersey—William A. Baker, Newark. Maryland—George W. King, Baltimore. Delaware—Charles N. Smith, Wilmington. District of Columbia—Byron S. Adams, Washington.

We strongly recommend a closer union of the printing, engraving, electrotyping, book, job and pamphlet binding,

paper dealers and kindred businesses to the end that all may thereby mutually profit through the exercise of a genuine spirit of co-operation in business affairs, and that the aforesaid conference committee be empowered to elect to its membership such master printers and members of the associated trades as they may deem advisable.

And finally we recommend that the aforesaid conference committee receive the active support and counsel of every individual, firm or corporation engaged in the printing and associated trades.

George H. Buchanan, chairman
L. J. Calkins
L. D. Buell
Martin J. Kohn
Harry P. Pears
John S. Watson

What Organization and the Cost System Can Do for the Printer

By Henry P. Porter, Boston

THE lengthy subject assigned for this paper by the committee in charge requires subdivision if I am able to treat it intelligently. First, "What Organization Can Do for the Printer," and second, "What the Cost System Can Do for the Printer."

The pleas being made today by leaders in the printing world that the printers of this country and Canada should improve the opportunity to organize, presented through the many cost congresses and cost-finding meetings, should be heeded by every printer in the land.

Organization is the constructive, the offensive, the defensive and the controlling force in the world. It is the warp and woof of our religious, political, social and business life. The world itself is a marvel of organization. The universe, of which this world is but a small part, is an illustration of the divinity of organization, exemplified in the familiar words of the psalmist, "The heavens declare the glory of God: and the firmament sheweth his handiwork—day unto day uttereth speech, and night unto night sheweth knowledge."

Organization is orderliness, systemization, an invisible yet very material bonding cement, the greatest force for good or evil in the world. Organization is the backbone of governments, armies, parliaments, political parties, churches, colleges, business enterprise, social intercourse—the home itself.

The world's progress is due primarily to organization—we are each of us, today, the subjects of organization, and if the industry represented at this meeting is to break away from its Egyptian bondage of non-profitableness and journey to the promised land of fair profits, decent dividends, and reasonable compensation for labor performed, it must bring itself into harmony with Nature's inexorable law—and organize.

The printer has been a segregate—but organization will soon make of him a gregarious being; the association and acquaintanceships thus formed will quickly result in mutual respect and friendships, one for another, well illustrated in a little verse by Nixon Waterman, as follows:

If I knew you and you knew me—
If both of us could clearly see,
And with an inner sight divine
The meaning of your heart and mine,
I'm sure we would differ less
And clasp our hands in friendliness:
Our thoughts would pleasantly agree,
If I knew you and you knew me.

"Differences of opinion make horse races," I hear some one say. Yes, that's true, but differences of opinion also make war, create estrangement between friends, prevent unity of action and co-operative endeavor. So that while it is impossible to have all men think alike, yet organization provides a clearing house for ideas—a common ground upon which all may stand is found, and the power of numbers gives force to the accepted decisions.

If organization among printers did no more than cultivate friendships—cause one printerman to know his brother printers in a more intimate and personal way, thereby removing the mask of trade and personal suspicions which have prevailed heretofore, like a heritage—if organization promised nothing more to the printer than this—even then organization would be a boon of inestimable value.

But organization will do much more. Organization among printers as I would advocate it, would be association for the accomplishment of common purposes—a co-operation that would mean the give and take of business ideas, experiences and knowledge. The ferreting out of abuses which have negatived the legitimate development of our common industry and their correction—the establishment of stabilizing influences which would prevent disintegration because of the willful perniciousness of a few, and the establishment of a commerce court where the legitimate necessities of our business can be considered and proper pleadings made to the commercial world.

Organization will provide for you a greater market for your goods, because it will show you how to improve and increase your product. Organization will make you and your brother printers fairer competitors—you will understand that he who builds up by destroying what another has created is building for himself a house of cards that, ere long, will tumble down upon his head.

Organization will make it easily possible to obtain better prices for your work. This has been the universal result wherever organization, honestly conducted, has used its beneficent influence.

Organization will establish you upon an equality with other businesses—you will no longer be an onlooker in the game of scientific business, but an active player in your home trade team.

Organization will prevent unscrupulous buyers from playing one printer against another for his gain, and to the financial confusion of the participating printers.

Organization will make you respected by your employes. They know the desirability of organization—they are up and doing while we are asleep.

Last night in the lecture, "The Printer and the Dollar," I showed on the screen a list of what I termed ten "Actual Money-Making Advantages" which organization would bring to the printer. With your permission I will repeat them and comment briefly upon each in passing.

1. A uniform cost system. This has already been accomplished, and if ever an industry needed such a godsend it was the printing business—but I will speak more particularly of the cost system later on.

2. A uniform estimate blank. Board of trade printers know the almost incalculable value of an official estimate blank. If such were in use in the print shops of these middle Atlantic states, as represented at this convention, much of the existing cutthroat competition would be eliminated, because, as I have observed during a careful study of the problem the past few years (and I think every board of trade manager will bear me out), most of the low-price quotations made are genuine mistakes, not due wholly to ignorance but to lack of system in estimate making. If you want to prove this, when you go home take your last 100 estimate slips and refigure them. It is just as easy to take or lose a job at the right price as it is to take or lose it at a wrong price.

3. A selling price with an assured profit. That's what we all want, but the printing business will never bring it

until printers awake to the possibilities of organization and adopt standard units of cost and standard selling price scales, which organization would soon bring to pass.

4. Economical methods of manufacture. This is an especially valuable feature in organization work which other trade associations find to be very profitable. You have read in the papers the past two or three days about an efficiency congress soon to be held, attended by the leading manufacturers and financiers of this country. They propose to make a new, powerful organization on these lines. The cost of manufacturing our printed product could be lowered if printers undertook a similar serious study of this question and the saving thereby gained would make a considerable contribution to the credit side of our profit and loss account.

5. Exchange of valuable trade ideas. Those printers who are active in board of trade or Typothetae work know well the value of this feature. Each printer has some problem which his fellow printer can answer. It is a question of give and take. Give one idea to your fellow members and receive in return as many ideas from them as there are members in the organization.

6. Credit information. Probably no business is so pestered with "dead beats" as the printing business. This feature with its special application to the printer and his customer would save many of the losses now occurring.

7. Better insurance rates. The printer is considered a hazardous risk and consequently has to pay an excessive rate of premium. Concerted effort will do much to compel insurance companies to look upon the printer in a different light and result in a rate more favorable than could ever be attained by individual effort.

8. Buying agreements with the allied tradesmen for the protection of the printer. In no other trade that I know of is there such uniform lack of protection in selling over the heads of the trade direct to the consumer as in the printing business. This has got to be remedied, and if a wide acquaintance among paper manufacturers, paper jobbers, envelope makers, machinery men, ink men, type founders, engravers, electrotypers, binders, etc., is a fair index—then in my judgment these gentlemen are ready at any time to meet you upon a reasonable common basis—just as soon as you can, through organization, agree upon a fair and just settlement.

9. A higher standing in the commercial world. And that is just what has always happened where a first-class organization has been formed, and no matter where the locality this same thing will always be accomplished immediately that printers get together and begin, through organization, a legitimate, purposeful effort to rejuvenate and rehabilitate the printing industry.

10. Advice, counsel and help of one brother printer to another in case of need. This co-operative, fraternal help is being given every day even among the strongest and greatest commercial bodies. Bankers, manufacturers, all genuinely alive organizations and institutions are extending assistance and help to each other—and surely the printer is not so calloused as to think himself above the realms of those who make thousands while he is making tens.

Gentlemen, as I said last night, if all you printers, large, small and middle size—yes, if even a considerable number of you should make up your minds that the things you hope for, and which your trade ought to give you, were going to be accomplished and through the inspiration of this convention you became firmly united for the common good, you would be indeed surprised at the things which you would directly accomplish. You owe it to yourselves to do it. You owe it to your families to do it. You owe it to the welfare of one of the greatest industries in this country to do it. Will you do it?

And when you undertake to do it (for I prophesy that you will do it), do it in the spirit of this glorious old city Philadelphia—brotherly love. Forget your brothers' or competitors' temporary environment; forget his clothes, forget his present straitened circumstances or misfortunes and think only of the man—your fellow-man—a printer like unto yourself, traveling along the printing highway. And this reminds me of a few verses entitled, "Hullo," which so capitally express the spirit of fellowship which we should exercise that I am going to quote them in closing the first part of the dual subject assigned to me.

W'en you see a man in woe,
Walk right up an' say "hullo!"
Say "hullo,"-an' "how d'ye do!"
"How's the world a-using you?"
Slap the fellow on his back,
Bring your han' down with a whack;
Waltz right up, an' don't go slow,
Grin an' shake an' say "hullo!"

Is he clothed in rags? O sho!
Walk right up an' say "hullo!"
Rags is but a cotton roll
Just for wrappin' up a soul;
An' a soul is worth a true
Hale an' hearty "how d'ye do!"
Don't wait for the crowd to go,
Walk right up an' say "hullo!"

W'en big vessels meet, they say,
They saloot an' sail away.
Jest the same as you an' me,
Lonesome ships upon a sea;
Each one sailing his own jog
For a port beyond the fog.
Let your speakin' trumpet blow,
Lift your horn an' cry "hullo!"

Say "hullo," an' "how d'ye do!"
Other folks are good as you.
W'en you leave your house of clay,
Wanderin' in the Far-Away,
W'en you travel through the strange
Country t'other side the range,
Then the soul you've cheered will know
Who you be, and say "hullo!"

The second division of my subject is "What the Cost System Can Do for the Printer." If I were to answer this tersely I would say that the cost system will do for a printer's business exactly what three square meals a day will do for the printer himself—give sustenance and life.

In twenty-one days a hen's egg is changed from an albuminous mass into a living chick. In twenty-seven months, the time from the first international cost congress at Chicago to this cost congress of the middle Atlantic states, the printing industry of America and Canada has been changed from a chronic condition of cost apathy to a live sensibility of the importance of accurate cost knowledge.

The work of the first cost congress was to spy out the land, make surveys, draw plans and dig up the soil for the foundation upon which our proposed cost-finding structure was to be reared. The two succeeding international cost congresses, those at St. Louis and Denver, received reports of progress, in a measure completing the sublevel masonry work, and inspected with level and plummet the work accomplished up to this time. Everything is now ready for actual construction work; we have been educated out of the ignorant class of "hewers of wood and drawers of water" and ought to at least be semiskilled workmen and anxious to rear a building in this locality—as has been done in other localities—that shall exemplify our cost instruction and knowledge to a marked degree.

Are you ready to begin that work? Are you conscious of your defenselessness against the Manchus of trade without proper cost protection? Is your business fortified against unknown leaks and consequent disintegration? If not, then you are impoverishing your business and yourself—you are not treating yourself fairly.

I do not believe, Mr. Chairman, that any permanent good will come to our industry, to your shop and pocketbook or mine, through artificial enthusiasm engendered at cost installation meetings, because I have seen cases where the trade-tubercular printer (if I may coin a phrase) has attended, pictured to himself a seventh heaven of opulence through the installation of a cost system—and under the pink flush of excitement start cost finding in his plant only to lose, in a few brief months, all faith in his hoped-for remedy because it diagnosed his disease in a manner that made him faint at heart, and he preferred to die a lingering death of slow waste rather than take the effective and energetic measures which were necessary to put red corpuscles into the arteries and veins of his business.

It is almost appalling that so few printers out of some 40,000 shops or so throughout the land have been conducting their establishments without an accurate knowledge of their cost of production. It matters nothing if you operate a one-man, two-man, three-man or larger shop; your shop is vital to you; your gain or loss affects you; your business, small though it be, is as important to you as the ownership of a trunk railroad is to a Morgan.

You have often heard the expression, "Everything that man puts his hand to turns into gold," and when we make this remark about some friend or individual we know about we say it with a bit of envy because the things our hands touch certainly do not turn into gold. But if you investigate you will almost invariably find that the "lucky" man is the man of system—the man who computes cost before naming a selling price—the man who knows where others guess. Such so-called "lucky men" don't guess—their luck comes of knowledge, their inspiration is 95 per cent perspiration. Therefore, gentlemen, in discussing the subject, "What the Cost System Can Do for the Printer," I want to talk only to those who recognize that installing a cost system is serious business, that its reports must be believed because they will be true reports; and if the information shown by the cost blanks is honestly studied, digested and intelligently acted upon, then indeed will a cost system, your cost system, enlighten your way to better things.

A little three-man plant in Boston installed the cost system last summer. For years the owner of this little shop had struggled along. He was honest, paid his bills and lived half decently from his limited income, but he made no further progress—he never could get an extra dollar to put away. At a meeting held a few weeks ago, where only the smaller shops were represented, this man got up and made the statement that although he had done less business during the intervening months, he had nevertheless done so well financially that he now, for the first time in his life, had a bank account of $50 and was free from debt. That's one thing the cost system can do.

An electrotyper of Boston, running one of our oldest and best shops, put the cost system in with much fear and trepidation. He has now run it for about six months. I asked him the other day if he wasn't about ready to throw it out and quit further bothering with cost. His reply was "Not on your life! We have had more or less trouble getting it attuned to the peculiarities of this business, but it has paid for itself over and over again, and it has taught me a valuable lesson in showing how old-fashioned I was." That's another thing the cost system can do.

An engraver in Boston, a man well know in national engraving councils, installed the cost system about a year ago. He told me recently that his experience had been marvelous. He soon saw he had to use a pruning knife and face his problem unflinchingly. He did it. Result—he lost business but made more money last year than ever before—although he regretted that he had to lop off quite a number of his old customers because they wouldn't adjust themselves to his new conditions. This shows, also, what the cost system will do.

A lithographer of Boston installed our cost system some six months ago. Result—he absolutely discontinued an important department of his business—a department he had thought was making money, but which his cost system showed was losing money and was also absorbing the profits of his other departments. Here, again, is an example of what the cost system will do.

And so I could go on and enumerate many similar experiences, but I felt if I took these four—each one representing an entirely different industry, but all closely allied to printing—that you might see the more plainly that the principles of cost finding are fundamental and apply to any business whether printing or not.

A cost system is a trade thermometer. It registers the varying cost temperatures of your business. The cost system is a diagnostician because it senses the varying internal symptoms of your business and by accurate deduction and analysis locates the cause of the trouble.

The cost system is a mirror because it reflects back to you, like an image in a glass, an exact picture of your business and the conditions prevailing.

How many times have I heard the statement made "I only run a small plant, I'm in and out among my workmen all the time, I know better than any new-fangled cost system can show just what my men are doing and how they do it. It may be all right for you, or for Jones—but, no, I guess I'll go along in the good old way—I haven't busted yet and don't expect to."

The trouble with men of that kind lies in the fact that they don't know the age they are living in. They remind me of those old defunct nations who wouldn't adopt gunpowder and firearms when they were invented, but preferred to fight with spears and lances, bows and arrows, darts and battering rams. Where are those nations today, noble though they once were? And I predict that in a very few years the printer without a cost system will be as rare as hen's teeth. The specialized age which we are just entering, to which every business must inevitably mark up or be gradually forced out, will compel the printer, even though against his will, to conduct his business systematically.

Cost finding is not difficult—it is a reasonably simple operation, and the gentlemen who have appeared before you and discussed its details have made the cost-finding road so unmistakably clear that he is dense indeed who cannot follow it.

To summarize: A cost system will, first, give you accurate knowledge of your present condition; second, it will show you who works and who loafs in your shop; third, it will give you your cost per hour, or any other costs about your business which you desire; fourth, it will tell you exactly what every individual job costs which you do; fifth, it will unmistakably show you what customers are profitable and what are non-profitable; sixth, it will make you a more careful estimator; seventh, it will cure you of a desire to corral every job in sight; eighth, it will wonderfully improve the efficiency of your workmen; ninth, it will locate your excess burden; tenth, it will unerringly point out improvements which will materially reduce your cost of production; eleventh, it will shock you when it

discloses the amount of non-chargeable time piling up every day; twelfth, it will cause you to lend a deaf ear to the importuning customer who declares your price is high but will give you the job at some other printer's price; thirteenth, it will cause you to stop the leaks in your plant, both those of time and material; fourteenth, it will cause you to respect your business and your fellow-printer; fifteenth, it will compel you to sympathize with your competing brother who unfortunately does not have a cost system; sixteenth, it will dignify yourself and your business in the minds of all other business men; seventeenth, it will provide a real, cleancut basis for you to approach your bank or supply men for credit; eighteenth, it will make your employes more appreciative of the value of time and increase their loyalty to yourself; nineteenth, it will make team work in your plant, every one playing his position for all he is worth, thereby also inciting better individual work; twentieth, it will make money for you, increase your profits and stop your losses; twenty-first, it will do twenty other important things for you, if you will take it seriously, work with it, sleep with it, and be honest with the cost system and yourself.

Now, gentlemen, for a few general remarks and I am done.

I do not know of a community of any fair commercial size that is not much overequipped with printing plants and many of the individual plants are also overequipped. In consequence of this the aggregate cost to do the volume of work in most communities is all out of proportion to what it ought to be. Reduce this cost and the total net profit from the business of any given community will be so very materially increased that the affected printers will graduate from a poor lot to that of comparative wealth. Here is where the real trouble with the printer lies, and if all of us attending this congress will go hence and as leaders insist that the printers of our community shall install a cost system as a measure of self-preservation, and further do all we can to prevent any more over-equipment in our localities, we shall do much toward rearing a wall of business defense which the printing business so sadly needs.

Closely allied with this cost of production, and directly bearing upon my previous remarks, is another important matter closely interwoven with the cost system, namely, honest competition. If the printers of this country can be accused of near-ignorance because they have not given attention to cost of production, they are certainly open to another charge in the attention they surely have given to idiotic competition. There is a right, basic, fundamental price for every piece of printing, be it a twenty-volume encyclopedia or a two by four card. If this is so, what possible excuse can we offer for the outrageous price conditions which have prevailed and do prevail today in every place?

There is no question but what in various parts of the country printing can be produced at different costs; also that a highly organized plant, such as every cost system installed always suggests, can do work and make a profit at a lower price than in shops which are not so organized—and yet the strange part of it is that generally the well-organized shop is the higher priced while the other is the lower priced.

Every one of us can tell numberless tales about jobs which have come under our personal observation where the competing printers of a given locality on given specifications have varied from 20 to 100 per cent. And mark you, gentlemen, an analysis of these competing prices will usually disclose the fact that the difference in estimates submitted are to be found in the printer's own labor done in his own shop, because all must pay essentially the same for the stock and other general merchandise required for the work.

Only last August at the seventh annual convention of the Associated Advertising Clubs of America, which was held in Boston, this tremendous difference in printer estimates was made a special topic of consideration—and the advertising men, buyers of printing, who discussed this printer-characteristic, could not agree as to the cause save in one thing—that the printer was not a business man.

Unfair competition is indeed the curse of the trade. It was born of avarice—one printer trying to steal away the work of another. Who can blame the buyer, when a price condition of this kind confronts him, for considering us all fools and then patronizing the one he can suck the most from.

There is absolutely no excuse for it—and we can not charge it all to lack of a cost system either. A recent writer in Printer's Ink, discussing the "Law of Unfair Competition," in its application to general business, cited the fact that the United States courts have on many occasions given the relief prayed for and have forbidden this malicious competition—as it is termed. If the courts ever get busy on the printer they will have an almost endless task.

Mr. George W. Perkins in a recent paper on this subject asks and answers the following questions:

What has given us the sweatshops? Competition.
What has given us child labor? Competition.
What throws labor out of employment? Competition.
What causes low wages? Competition.
What brings panic and failure? Competition.

Now, gentlemen, we have the remedy clearly in our own hands—it is simply a question of co-operative application.

First, get together locally, install cost systems in every plant that you can, and after due consideration come to an agreement as to what you ought to get as a fair and reasonable price for the various classes of work; second, refuse further underprice or discount dealings with that barnacle of our trade, the printer-broker; third, don't believe the fables about your competitors' prices which the customer takes delight in passing out to you; fourth, let not the devil tempt you with the vision of a shop busy in quiet seasons with "fillers," that base child of asbestos-lined regions; and fifth, have a little self-respect and respect for your chosen craft by refusing to cut your prices, and hew constantly to the line of price consistency.

Oh, this sounds all right, you may say, but it's quite another thing to put it into practice. Gentlemen, don't you think it is about time for this printing business to begin the practice of these or similar principles? Your cost system will be of no avail unless you do practice these things.

Abiding faith in our business is a necessity. We ought to be proud of our industry. It is an industry that has a greater influence upon mankind and the affairs of men than any other you can name. Because we have been unable to accumulate wealth in the practice of our calling is no indictment against the business of printing. The trouble has not been with the business, but with ourselves. We have permitted it to become the football of commerce, but if we improve the opportunity presented at this cost congress to inaugurate a new era through the introduction of sound business administration principles we can soon correct this abuse.

The printing business needs systemization—it needs a reduction of the tremendous time-waste which prevails in all our plants, and it needs a type of business man who has been schooled and grounded in the soundest kind of trade ethics. That means we must educate ourselves.

Confidence in one another is another necessity. There

is an old saying that "A change of pasture makes fat cows." There is an inducement for us to remove from the pastures of hate, envy and suspicion, among the stubble of which we have been attempting to feed these years past, to the rich, green, nourishing fields which are bounded by friendship, fraternity, co-operation and mutual respect. This confidence must not be misplaced—if our brother confides in us we must hold his confidence inviolate. The trend of the past two or three years has been distinctly toward a closer bond between printers and this is one of the most healthy signs of the times. Let us each do everything we can to foster and encourage this rapprochement of competitors, for in unity of action only shall we succeed in our endeavors- and unity of action is directly dependent upon unviolated confidence.

Organization and the cost system—twin benefactors of the printer.

Gentlemen, what are you going to do about it?

Tales by a Traveling Typo

By Roscoe E. Haynes, Fairport, N. Y.

AS THIS is not an autobiography I will not attempt to tell you how I first became a traveler nor why I finally gave up following the road, but will try to put you next to some of the good ones which happened at some of the places where I chanced to be long enough to take my hat off and get a meal ticket Saturday night with the regular bunch.

One of the funniest things which I ever saw—a real case of suggestion—happened on my first trip east to New York City. I had reached a small town, down the Hudson river about forty miles from Albany, when I struck a job throwing in a "law case" which had been "standing all summer," so the boss said.

The force consisted of the proprietor, myself and a kid. I've forgotten the name of the boss, but the kid's name was Pepper and as his hair was the color of crushed brick, I naturally took to calling him "Red Pepper," and he was as good as his namesake, being smart enough and then some, at times.

One morning when "Red Pepper" was sweeping out an old Dutchman came into the office and stood near the door waiting for some one to come and take his subscription. As soon as "Red Pepper" saw him he nudged me with his elbow and said, "Watch me make the old guy dance."

I did not want the kid to bother old "whiskers" and endeavored to sidetrack him, but with little success, and in another minute the boy was over near the old man and the game had started. "Red" had a good strong voice and suddenly he began to sing "Dei Wacht Am Rhine," and dance an accompaniment.

The effect of the suggestion was marvelous. The familiar tune and words struck a responsive chord in the old man's breast and he soon joined lustily in the vocal demonstration—and dance. And there on the office floor, in spite of his old "clod hoppers" and "rheumatiz," the old Dutchman "hoed it down" good and plenty, while I nearly fell off my stool laughing at the exhibition.

This same "Red Pepper" was sometimes too smart, however, and once, at least, it caused him considerable pain and spoiled his looks for a while besides.

It happened while I was trying to run the paper off on the old drum cylinder. The end gauge had become loose and instead of going around to the opposite side of the press I crawled upon the feed board and lay at full length upon it while fixing the gauge.

While lying in this position my feet extended over the edge of the feedboard: "Red Pepper" came along and could not resist the temptation to grab one foot and give it a strong pull.

Of course I thought I was caught in the driving belt and struck out suddenly with my other foot, catching the kid square in the face. I had on rubber soled shoes at the time or the boy would certainly have received a broken nose and been disfigured for life. As it was his nose bled so freely that it looked like "butchering time" all over the press room and a customer who came in later wanted to know "if we had spilt the red ink."

I remember when I was holding down a "sit" on a paper in a town near Toledo, Ohio, the fellow who ran the sheet fell for a good one, losing a quarter thereby and gaining experience in its place.

We had just finished running off the "homeprint" side of the paper and were busy mailing when a typical "booze-tighter" blew in and I knew we were good for some gag which would stand him in for a few drinks.

His nibs claimed to be the greatest pressman since the days of Franklin, having been motorman on all the large presses in the country from New York to Chicago and back.

His line of talk had a strong effect on the boss who was easy money from the start, so I was not surprised to see him shell out a quarter when the booze-tosser agreed to show us how to "distribute the rollers." And this is how he described the process:

"Take out your rollers. Roll 'em on the floor till the dust sticks to them, then roll 'em on the back of the form." The boss eyed the man a minute and then said, "Well, what next?" "Nothin' next," said the red-faced one and made a swift start for the door, closely followed by the boss. The boozer reached it first and man and money never returned.

It was while working in this town that I learned to "jeff," and, by the way, that little game has meant a great deal to me at different times. The most important game I ever played was while working on an afternoon paper in a southern city, the name of which I do not recall.

Three of us had been showing up on the job every morning and as there was only room for one man we were accustomed to "jeff" to see which one of us should have the day's work. I had been unlucky most of the time and was about ready to jump to another town when one morning my luck changed and I beat out the other fellows and walked out upon the floor to work when time was called.

A few minutes later we heard a terrible crash and some one shouted that the elevator had fallen to the ground floor five stories below. Several people were in the cage and all were killed, including my two comrades. If the quadrates had fallen a little differently that morning I should have been one of the victims of that distressing accident and these tales would never have been written.

In one country shop in which I found myself they had an old drum cylinder which had been through a fire or flood or a railroad accident, I don't know which. At any rate it was fixed up with rope, wire and in some places the wooden parts were nailed together. It was run by a small water motor, at least it was run part way over and then the feeder had to grasp the balance wheel and give the machine a "boost" over the reverse of the bed.

The proprietor was a real "hustler," for he would come in every morning about seven o'clock, grasp the broom and sweep a path down through the middle of the office (which was one long room) and then would run out to the postoffice and be gone for the rest of the morning.

I remember one day a "medical" agent came into the office and asked for the "editor." I telephoned to the house and asked the boss when he would come down and

he said "in about half an hour." I told the salesman what he said and the man of pills and plasters decided to wait. The half hour went by and no editor showed up. The half hour became an hour and finally when the third half hour was nearly up and the agent had missed his train and became more or less irritable I spied the long-looked-for "chief of staff" coming down the middle of the main street in his shirt sleeves, pushing a lawn mower. He carried a hoe over one shoulder and truly presented a most remarkable "rural scene," somewhat after the style of Maud Muller—a long ways after.

Mr. Agent appeared somewhat surprised when introduced to the "man with the hoe," but soon got busy and offered gilt-figured tea sets, safety razor outfits and several other things (no real money, however) for advertising space in the paper.

There was nothing to it for the poor agent. If he could produce greenbacks or that which jingleth, all well and good. If not, he had better pack his grip and hike for the next burg. So spake the boss. It was really no wonder that he finally lost patience and became a little "sassy." About this time the editor remarked that he wouldn't listen to such talk and threatened to put the man out bodily.

Then the ruffled agent calmed down a bit and attempted to apologize by saying, "My dear sir, you must excuse me. I should have controlled myself and shown more respect for your gray hairs." Well, say, maybe the boss wasn't tearing mad then. He fairly danced up and down as he sputtered and waved his hands at the astonished agent with the "most liberal offers from the most reliable manufacturers in the business."

If the boss had not been a deacon in the Methodist church of the village he might have said a few real cuss words and felt better, but as it was he let out his feelings by using all the "wooden swearing" he knew and shoved the offending agent out into the cold, cold world for good.

I did not intend telling you how I finally settled down and ceased to be a "traveling typo," but as the story is a peculiar incident in itself it is really a part of this collection of sketches. It happened thusly:

One hot day in August, several years since, I landed in a certain western city greatly in need of funds, and while looking over the "help wanted" columns of a daily saw an ad for an "all around man in a country office." The ad was from a paper in a town a few miles out from the city. The railroad schedule was uncertain (for I did not have the price), but walking was good, and a few hours later I "blew into" the town.

The editor and I had very little trouble in making a deal, for I needed the work and he needed help. The only other member of the force was a young lady typesetter whom I found to be a most agreeable co-worker.

I soon discovered why the boss had difficulty in keeping his help. He spent most of the gross receipts from the office in booze, and frequently could not rake up enough money on Saturday night to pay off.

Things went on from bad to worse and after a few weeks I found I had a pretty good sized amount coming to me and the lady compositor was situated about the same. Of course this was a bad time for the boss to "kick the bucket" and leave his earthly affairs all muddled up, but that's just what he did, nevertheless, his death occurring suddenly after a short illness.

The young lady and I managed to get out the paper on time that week, and then, as soon as the rush was over, we went together to the only lawyer in town to see what could be done about our claims. After much consideration he advised us that the best way to do was to become partners and take over the business, as there was really no other way to settle our claims, there being little or no cash in sight.

We talked the matter over and decided to take up the business as he suggested, and also to become "partners" for life, and did so that very day by the aid of the local parson.

Business Building

By Ernest A. Southwick, Libby, Mont.

N important part of the country publisher's work is the printing of business stationery, and this class of work usually ends with the business houses. It is seldom, indeed, that an order comes in from any one except the merchants and organizations, although the great majority of people are not in business, but still use a great deal of stationery. Letters are constantly being written in every household but it is seldom that printed matter is used, the people usually buying blank stock from some stationer.

It therefore follows that if the printer in the small town can devise some plan that will induce these people to use printed stationery, gotten out at the home printing office, the volume of his business will be very materially increased. That it can be done was proven by a publisher in a country town of 1,500 people, and here is the method he pursued to get the business:

To begin with, he got a collection of photographs of points of interest in the town and surrounding country and had about ten halftone cuts made. Then he printed a bunch of letter paper from each cut and made the sheets into tablets in which all the different pictures appeared. Some were printed on ruled and some on unruled stock, and for a cover blotting paper was used, one side of which was smooth. Upon the smooth side of the blotter cover appeared one of the cuts and the heading, "Souvenir Letterheads." The tablets contained fifty sheets of writing paper each, and sold for 35 cents.

He also got out the tablets in notehead size, which seemed to be the popular size with the ladies, and these sold for 25 cents each.

Then he took his photographs and had a couple of envelope designs made, four small pictures appearing on each cut, with a mortised space in the corner for the return card. A blank space was left in which the sender could write his or her name, except in cases where people desired to have their names printed in and left their orders for the work. These envelopes sold for 15 cents per bunch of twenty-five or two bunches for 25 cents.

Without getting any new cuts there was a continuous demand for this stationery for over two years, when the publisher sold out his business. With the occasional addition of some new cut or other feature there would be no end to the sale of this class of work.

But the printing of this line of stationery did not end the use of the cuts by any means. Post cards were also printed from the halftones and placed on sale at the rate of two for 5 cents and they sold readily. Then the cuts were used in the newspaper at various times to illustrate articles and frequently came in handy for other work.

A plan used by another publisher to get business from the people who do not ordinarily use printed matter was to designate sale days on certain classes of work, especially envelopes.

We will suppose, for instance, that the price charged for printed envelopes is $1 for the first 100 and 35 cents for each additional 100. The printer can advertise that on a certain day envelopes will be printed for 50 cents per hundred, "one-half the usual rate," and so word the advertising

as to appeal especially to the people who do not use printed stock. If several such orders can be secured on the same day they can be turned out at about this price and a reasonable profit be made. This is really an inducement to the person who only uses a limited amount of stationery, but at the same time it does not give the larger user an opportunity to come in and get his printing at a lower rate, unless it is desired to allow him to do so. There is also a fair margin of profit for the printer in this plan and it is otherwise good business practice.

The same plan may also be worked on noteheads and visiting cards, the idea being to get in a large amount of some one kind of work, which enables the printer to turn it out with greater facility and therefore permits of a reduction in the price without any loss in profits, but the main point about the plan, of course, is the creation of business where previously there was none.

Importance of the Cost System

By J. A. Morgan, of Chicago, Chairman Cost Commission, United Typothetae of America.

I AM no orator, I have no powers of persuasion and can only talk to you as one printer to another on the affairs of our business. I will touch more or less on trade organizations because from my view point organization and Cost Systems are very closely associated one with the other, in fact, our knowledge of Cost Finding Methods was very limited until taken up and worked out through our trade organizations.

First, what is a Cost System? Many are deterred from installing a Cost Finding System from the fear of many intricacies, elaborate book accounts and detail. In reality it is an economizer, a saver of detail. It will systematize your efforts to the point that every move will count. It will so arrange your affairs that 75 or even 90 per cent of your orders will go through your plant automatically, as it were, leaving for your personal attention only a small percentage.

A Cost System consists merely of a tabulation of the units of product by departments, a tabulation of the expense by departments, and the division of one by the other gives you the cost per hour.

It has been said accounting is a vital element of business and statistics show that nine out of every ten failures in business are the direct result of a lack of proper knowledge of conditions—the deficiency being due to poor bookkeeping methods or none at all.

Just a few words as to the Standard Cost Finding System. This to my mind is a concrete example of the power and the great benefits of organization. In my opinion nothing has ever happened that has done so much good for the printers of the world—and I say world advisedly—nothing has been so directly responsible for profits, real money profits in the printing business, as this concerted effort of the members of our trade through our organizations in perfecting this simple, efficient and practical cost finding system, and the best feature of all is that it is offered gratis to all. Nothing is copyrighted or patented, nothing is withheld, but it is all yours for the asking or for the mere acceptance by you who have not already availed yourselves. And further than this, through the United Typothetae of America it is possible for you to avail yourself of the service of a Cost Expert for the installation of this system at a minimum cost. When I say minimum cost I mean as compared with those who in the past years have worked this problem out single handed. To those it has been a matter of several thousands of dollars of expense and a great expenditure of time and effort.

The facts are that a few who for some years have given much thought and study to the problems of cost finding were asked to gather together all the information available on this subject and from this build a thoroughly practical method of finding costs and report their findings to the trade at large, and this they did with the results you have seen all over this country, and this great meeting is only one of these results.

I assure you there are no ulterior motives in this work, no one has derived any pecuniary gain in this work, it has all been purely for the best interest of our trade as

J. A. Morgan, Chairman Cost Commission, U. T. A.

a whole to which many have contributed liberally of their time and efforts, and no inconsiderable expense. But to my subject:

The importance of a Cost System.

It seems to me one could go on indefinitely pointing out the importance and the benefits to be derived. I would say that the Cost System is important to acquire accurate knowledge of one's affairs for the reason that knowledge is power. I repeat knowledge is power. I wish I could impress on you the full import and importance of these words and if you will only take away with you the remembrance of these three words and think of them until you fully realize their meaning every one of you will profit greatly.

You have all read of the death of Mr. R. T. Crane, known as the "Iron Master," which occurred last week. There was printed in the Workers' Magazine and copied by the Chicago Sunday Tribune under the title, "Axioms that Made a Millionaire," some very true sayings by Mr

Crane, that I will read to you, though only those that are of interest to us.

Money comes to the man who knows.

If you want to lead you must first learn.

Learn your business thoroughly and you can get to the head today, as well as men could fifty years ago.

To make a success today a man must know a great deal more than in the old days—therefore begin to learn early.

To develop a perfect organization a man must have thorough knowledge of the line he is to manufacture, of the best machinery, processes, raw material, men, wages, merchandising, **manufacturing costs,** improvements, business growth and other trade conditions.

All of these could be said in the three words, "Knowledge is Power."

Now, while the words of Mr. Crane were intended for the young men they are applicable to the printers of this country for the reason that we are young in the knowledge of costs of production.

A Cost System is important and more than that is necessary to determine Costs in order that intelligent and profitable selling prices may be established and that intelligent and safe estimates may be made when prices are asked in advance and this a Cost System will surely enable you to do and without one you cannot do either of these nor can you safely and successfully conduct a printing business.

Now as to the selling end of our business. Let us look at it from the point of view of a national industry. The Bureau of the Census for the year 1905 stated that the value of the product of the printing and publishing business was five hundred million dollars. The figures for 1910, I am informed, are eight hundred million dollars. Now, let us consider what ten per cent net profit on this volume of business would amount to and we have eighty million dollars. Further, if this business paid a net profit of twenty per cent we should have a hundred and sixty million dollars. Just imagine, if you can, the printers of the United States having a hundred and sixty million dollars profit in real money to use as they saw fit and all this is possible and should come to the printing industry in the near future.

And, by the way, what are net profits?

Your net profits are what is left after **everything** is paid —everything, including your salary, interest on capital, depreciation, etc. Do you have any?

This Great Volume of Product emphasizes the necessity and need of a Cost System. For instance, in the matter of small orders. An order for $5.00. If you sell this order for $4.50 and your profit was only ten per cent the profit is eliminated. If at $5.00 the profit should be twenty per cent your profit is cut in two. The same thing applies with the ten dollar orders or one hundred dollar orders or five hundred dollar orders. Think of this when your customer tells you that he can buy the order for which you have quoted five dollars from Jones across the street for four dollars and fifty cents.

Now, as to this competition.

Let me quote from F. E. Webner, "Competitive bidding when based on a **knowledge** of costs is not harmful but price making based on ignorance of cost with the object only of getting work is harmful, wasteful and utterly foolish."

And further he says, the most dangerous enemy of the selling forces is that foolish competition which springs from an over-zealous, price-cutting salesman whose superior officers are not equipped with a full knowledge of their own production costs and will blindly accept business at any price rather than lose the orders, trusting to Providence and a large volume of business to see them safely through.

Another reason why a Cost System is important is its tendency to make everyone more orderly in the performance of his work and because of the fact that standards are set as to the quantity of work to be performed in a given time to make all realize the importance and necessity of continuous efforts on all various operations, and this naturally produces greater efficiency and leads to bringing the different departments into more harmonious co-operation. In fact, the installation of a Cost System is the beginning of a revolution against chaos.

Again a Cost System is important in that it enables you to handle your business as does the merchant.

It classifies your units of product, or units of merchandise if you like, so that in filling your orders it is simply a tabulation of the various units at the various prices and like the merchant accounts for all the units so that none are lost, thus preventing loss.

When an order in a mercantile house is made out and given to a stock clerk to get out the goods he is very careful to get out the correct quanity and before the goods are delivered the order is carefully checked to see that it is correct. No more or no less quantity than the order calls for. Is it not just as important that when we bill up an order the correct number of units are charged? These production units we are handling cost us from fifty cents to three, four or more dollars each. Surely if we deliver ten two dollar units and charge only for eight we are losing real money just as would the merchant.

Now there is just one feature that is hard for a printer to believe in and to believe implicitly, and that is that there is just as truly a fixed cost for every hour of composition, press work or bindery work as there is for a ream of paper. When we all come to realize this as we must sooner or later if we stay in the business then will the printer get his due.

A Cost System is important to bring to you a realization of the necessity of caring for the depreciation of your plant. This is just as truly a factor of your costs as is the paper, engravings, or any other item which enters into the order. Take your $3,000 press and give it a life of ten years. While sometimes it is not worn out at that period yet in many cases it is obsolete. We find at ten per cent three hundred dollars per year depreciation, and working three hundred days if you work the press every day, $1.00 per day. If you work eight hours, twelve and a half cents per hour. If you also consider six per cent interest, which you should, this adds seven and a half cents, making twenty cents per hour. How many of you think of that when you sell the product for $1.25 per hour and then use 25 cents worth of ink? Do you realize you have only eighty cents left while you sell the product of a two hundred and fifty dollar Gordon Press for $1.00 per hour?

As an instance of the importance of this matter of depreciation let me read from the Annual Report of 1910 of the American Telephone Co.:

"The entire disregard or underestimating of depreciation and future replacement is the cause of nearly all the financial disasters that have occurred in the telephone business, and has been the common failing of newcomers in

the telephone field from the beginning to the present time.

"Current repairs on new plant, even of the old-time temporary character, were small; no surplus or reserve was provided; profits were apparently large, as were dividends. A false atmosphere of prosperity surrounded the business which was not dispelled until replacement of plant through decay or obsolescence became imperative. The apparent profits and dividends had been at the cost of the capital and, at the time of the greatest necessity, resources were at the lowest ebb."

But there are many things to be said as to the importance of a Cost System. The invigorating effect and strengthening of the backbone when your customer intimates that your price is high which he often does just for effect, will make many dollars for you.

And again in the matter of your own salary. If you want a raise of $500 or $1000 or more per year your cost system will show you just what you have got to do to get it. Just what increase you will have to make on the hour costs of the several departments to take care of this raise, and if you can't get the advanced price there is nothing doing in the way of a raise for you.

Further, I believe if all of the printers of this country and Canada would operate under a Cost System, the Standard System preferably of course, all would be members of our Organization.

Just think what that would mean in our industry, the 7th largest manufacturing industry of this country, with a product now of eight hundred million dollars per year. Can you afford to stay out of the Organization? I say no you cannot.

Andrew Carnegie, testifying before the committee at Washington which was investigating the Steel Trust, said that competition in the Steel Industry had been eliminated because the managers had been able to get together and agree as to correct selling prices. The steel business is well organized.

Organization is progressing in all lines and our own industry is rated as one of the most progressive.

Let me read from the publication called "System" an extract from an article published not long ago.

The reaction of one man's ignorance of his production costs upon others is perhaps fortunate because it inevitably forces better methods. Associations of manufacturers and retailers are realizing that no industry can be sound unless every member of it is sound and is making a fair profit. They are taking up the question seriously and are educating their members to a better understanding of what constitutes running expenses and methods of fixing percentages.

The uniform cost system devised by the employing printers of the country is an example of the results arrived at. The significant point there is the complete tabulation of items that go into running expenses shown in the forms, and how these items should be gathered and charged. The Cost Congress decided that the standard unit of production should be the sold hour. Other decisions made were: (1) That the standard rate of depreciation of machines should be ten per cent annually of original purchase price. (2) That the standard rate of depreciation on type should be twenty-five per cent per annum on its original cost. (3) That the standard rate of depreciation on type stands, chases, stones, and so on, should be ten per cert per annum of their original cost. (4) That the standard rate to be charged off for bad debts should be one per cent of volume of yearly sales. (5) That in operating to average capacity a minimum of twenty-five per cent for profit should be added to the cost of production.

The national association of stove manufacturers, too, has worked out a uniform cost system. The vehicle and implement manufacturers' associations have joined with the dealers to study the cost of doing business. Engravers, plumbers, laundrymen, are working to the same end.

But I have with me some figures which will demonstrate better than words in my opinion the importance of a Cost System. They were given me in confidence with permission to use in this address if I mentioned no names. They are authentic and while I have no sworn affidavit as to their correctness, such affidavit would be forthcoming if desired.

While I shall ask to have these figures put on the blackboard that all present may use them I shall ask the Stenographers and the Reporters not to copy them as I have no permission to publish them.

I might state right here that this firm were good organization people; they believed in organization and were spending considerable time, money and effort to perfect a Cost System, and while they had a Cost System which they thought good, were striving constantly to get a better one.

They were not men who kept away from organizations and fought to keep a Cost System out of their plant as many do, but were and are now progressive and seeking knowledge.

These figures you will note are in three columns and give the year, the volume of business and the net profits, and these profits were real net profit because the proprietors' salaries, depreciation and all expenses were charged.

Now you will note beginning with the second year shown, 1901, the volume of sales increased as did the profits for three years. Then for the next four years while the volume kept increasing despite all their efforts the profits kept decreasing until they got down to about 2 per cent on the volume of business done, in the year 1907.

The year 1908 was the first that the Cost System was perfected to the point where a statement of cost was taken off monthly, quarterly, semi-annually and annually, and the system was practically the same in principle as the Standard Cost System is today.

You will see that for this year the profits jumped up nearly 500 per cent and the next year, or 1909, showed a still greater increase. The years 1910 and 1911 I leave to your imagination.

And still many of us do not realize the "Importance of a Cost System."

In closing, permit me to quote an extract from "The Proper Distribution of Expense Burden," by A. Hamilton Church, published by the "Engineering Magazine," New York:

"It will seem superfluous to many who read these pages to insist on the necessity of connecting the establishment charges as closely with costs as it can possibly be done, yet the truth is that comparatively few manufacturers are awake to this necessity. They do not realize that in all industries it is the narrowing of margins of profit, too often to the vanishing point, that has brought this question to the front. Fifty years ago, though there was a need there was not a pressing and imperative necessity for the manufacturer to look so closely and minutely into what he was doing. And only the

"Coming Men" feel that necessity now. The older concerns will probably never come to that point, for they will have become exhausted in the effort to find out what was wrong with them."

Now, gentlemen, I am quite sure you will find that a Cost System will cure most of your troubles in business and that you will find it of great importance to acquire an accurate **knowledge** of your affairs. For "Knowledge is Power."

Colorado Press and Cost Congress

MONDAY'S SESSIONS

Business Meeting Editorial Association of Colorado

10 a. m., president's address, Mr. H. F. Lake; report of secretary-treasurer, Mr. C. E. Adams; report of committee on initiation of law in regard to publication of constitutional amendments, initiated and referred laws, Guy U. Hardy, George McCormick, H. F. Lake Jr.; discussion; report of executive committee; report of committee having audited secretary-treasurer's books and accounts; election of officers.

4 p. m., address, "The Principles Involved in the Cost-Finding Movement," Mr. F. B. Abernathey, president Denver branch U. T. A.; discussion; appointment of committees on resolutions and permanent organization.

6:30 p. m., banquet to the editors and master printers of Colorado.

7:30 p. m., "Chart Demonstration of Finding the Cost, With Special Application to the One-Man Shop," Mr. H. W. Flagg, assistant secretary U. T. A., Chicago.

TUESDAY'S SESSIONS

9:30 a. m., "Cost Finding as Applied to a Combination Newspaper and Job Plant," Mr. Carl Anderson and Ralph A. Goff, Fort Collins; discussion.

10 a. m., "Correct Selling Prices," Mr. B. F. Scribner, Pueblo; discussion.

10:30 a. m., "Benefit of the Cost-Finding System," Mr. D. S. Gilmore, secretary Colorado Springs U. T. A.; discussion.

11 a. m., "What Membership in the U. T. A. Means to the Small Printer," Mr. E. L. Bristol, Cheyenne, Wyo. (read by Secretary F. Hynes, Denver; discussion.

NOON HOUR

2 p. m., "The Cost System as an Efficiency Promoter," Mr. Charles F. Hynes, Denver; discussion.

3 p. m., "How to Protect Ourselves From Bad Habits," Mr. Guy U. Hardy, Canon City; discussion.

4 p. m., reports of committees on resolutions, permanent organization effected.

A COMBINATION of an editorial convention and a cost congress is most appropriate and advantageous. Newspaper makers, according to a well-founded reputation and tradition, have been negligent as to cost and lacking in careful, systematic office and business management. Cost finding, thoroughly understood, intelligently installed and conscientiously carried out, will result in revealing and stopping many of the leaks in newspaper offices, just as well and to as great an extent as in job printing plants, besides informing publishers as to what rates ought to be charged for subscriptions and advertisements to produce a fair and living income and profit. It will spur many newspaper men to the making of greater efforts to increase circulation and advertising patronage, and, in most cases, to increase rates. The foregoing programme carried out at the convention at the winter meeting of the Colorado Editorial Association proved especially profitable.

Among one of the subjects considered that elicited especial interest was that of the real cost and proper charging price for advertising, but before this subject was reached matters came up with regard to publications, under the initiative and referendum systems, as to laws. This is something new that is liable to affect editors of other states as the great wave of reform sweeps eastward from the enlightened, progressive states of the great west, over the more conservative middle and eastern states. A committee on plans to be submitted as to publications of initiative or referred laws had been appointed consisting of Chairman Guy U. Hardy, H. F. Lake, Jr., and George C. McCormick, who recommended the submission of a bill for a law providing that proposed constitutional amendments, initiated and referred laws be published in two papers in each county, each to represent a political party opposite that represented by the other.

Some objected to this, preferring to allow the law on the subject to remain as it is and combat the proposed pamphlet publication by working together to defeat it at the election.

After making his report as chairman of the committee, Mr. Guy U. Hardy said, among other things:

"We have not consulted the Direct Legislation League with reference to our proposition for a law in regard to the publication of proposed constitutional amendments, initiated or referred laws."

"I may add," continued Mr. Hardy, "that no man in this hall has less faith in this league, or its objects, than I have. And yet we know that the league will offer to the voters a proposition for a law, which will provide for a

Geo. E. Hosmer, Colorado Commissioner of Printing, Chairman Colorado Cost Congress

publication of initiated and referred laws in pamphlet form, thus depriving the editors of the state of the entire business, and the committee thought that this could be combated best by submission of a proposition of our own."

It was early evident that new reforms bring their troubles and heartburnings to the "directors of public opinion" as well as to others.

The retiring president, H. F. Lake Jr., who recently sold the Gunnison News-Champion to Charles Roehrig of Denver, delivered an interesting valedictory address. He deplored the fate of the bill introduced in congress to prohibit the printing of stamped envelopes by some favored firm selected by the postoffice officials, told how it had passed the house and been strangled in the senate.

He said that all was not quite dark for the state publications, however, and felicitated the association on the securing of the law whereby the publication of town council proceedings is made compulsory, greatly to the advantage of the newspapers.

Leo Vincent, secretary of the Direct Legislation League, objected to what he took to be a slap at the league in the president's suggestion that the league had acted in opposition to the interests of the association.

President Lake answered that he had stated only facts.

"I'd like to inquire what the Direct Legislation League has to do with this body," said Alva Swain of the Pueblo Chieftain.

"Nothing!" shouted a heavy-voiced member, and the rest laughed.

A committee of three, composed of Lute Wilcox, Guy U. Hardy and J. J. Barkhausen, was appointed to draft appropriate resolutions on the death of Members W. E. Pabor and I. N. Bunting, which occurred since the association's last meeting.

Initiative and Referendum

The discussion of the question of publication of laws was resumed in the afternoon session, and as reported by the Denver dailies, it was resolved to have a strong line-up at the next session of the legislature to put through a

Wm. G. Chamberlain, Jr., Secretary Denver Cost Congress

bill providing for the printing of amendments and initiative and referendum petitions in not one but in two newspapers in each county.

The news that the Direct Legislation League was planning to submit the "pamphlet" amendment penetrated every editorial sanctum in every village and mountain in the state with lightning rapidity. It was a call to arms and never has the State Editorial Association had such a large gathering. Republican and democratic editors alike resented the interference of that "infernal" organization down in Denver with their sacred perquisites. All the hungry democratic editors said "Down with Shafroth thrice." The governor is said to have originated the notion that the amendments and petitions should be printed in pamphlets, but of course it wouldn't have been a bit diplomatic or politic for the governor to trumpet his opinion abroad. So he had Mr. Patterson kindly spread the idea around for him. And now it is likely that the governor, being such a diplomatic and politic politician, will read the "handwriting on the wall," as written there by the indignant democratic editors.

The democratic editors heaped coals of fire on the heads of Street and Hosmer by electing Frank Moore to take charge of the democratic press bureau at a salary of $150 a month.

A resolution to submit, under the initiative and referendum, a measure providing that all constitutional amendments and all petitions under the initiative and referendum law be printed in two papers in each county at one time brought forth much discussion. By such a law, in counties where there are only two papers, each paper would get the printing, though of opposite politics. The association believes that in this way proposed amendments and laws will become better known among the people at large because the republicans will read them in republican papers and democrats in democratic papers.

H. W. Flagg of Chicago, Assistant Secretary U. T. A. Principal Speaker at Cost Congress.

Moore led a fight to have the legal notices appear two times in two papers. This was voted down on the ground that such a plan would increase the cost to voters and the association had no hope of having the recommendation of such a bill considered by the legislature.

The law as it stands now provides that changes in the constitution and initiative and referendum laws appear, in their entirety, in five issues of one weekly paper in each paper in the state, or thirty times in one daily paper in each county in the state. L. C. Paddock, editor of the Boulder Camera, caused great commotion in the assembly by introducing a resolution to leave the law stand as it does now. He first made a motion and a half dozen delegates jumped to their feet, some rising to a point of order and others offering motions to lay Mr. Paddock's motion on the table.

The complete list of officers elected follows: John Barkhausen, editor Denver Democrat, president; W. E. Cain, editor Cheyenne Wells Republican, vice president;

George C. McCormick, editor Fort Collins Express, second vice president, and Alva A. Swain, of the Pueblo Chieftain, secretary and treasurer.

John Barkhausen, the new president, appointed a committee to draft a new publication law as follows: George C. McCormick, of the Fort Collins Express; Alva A. Swain, in charge of the republican correspondence bureau here, and special representative of the Pueblo Chieftain; George Hosmer of the Fort Morgan Herald; Walter Walker, of the Grand Junction Sentinel, and C. H. Wolfe, of the Greeley Tribune. This committee is to draft the new measure to be offered, see that it is properly explained to the legislature and give it all possible support.

There is a further duty for this committee to discharge. Through it the people of the state will have explained to them the nature of the new measure. A copy of it will be sent to every paper in the state before it is to be printed as legal matter. A great many of the papers will carry it in every issue until it comes up to be voted upon. It will probably receive more notoriety than any measure ever offered. With prolific pens and fluent typewriters, the editors, the men who are proud to call themselves molders of public opinion, will comment editorially upon this question until the densest of Colorado's inhabitants will be thoroughly conversant with the problem at issue. The committee itself will assist its editorial brethren in educating the people on this topic by sending out argumentative literature on the subject to the press of the state.

V. I. Noxon, Gazette, Idaho Springs, Colo.

The president appointed the following executive committee: Charles H. Leckenby, of the Steamboat Springs Pilot; C. E. Adams, of the Montrose Press; Carl Anderson, of the Fort Collins Courier; Guy Hardy, of the Canon City Record, and Walter Walker, of the Grand Junction Sentinel. Alva Swain was named on this committee, but he refused to serve on the ground that he was elected secretary and treasurer and wanted to make room for some other member to be honored. George Hosmer is a holdover member of the committee.

The method certainly seems as effective as any that could be planned for securing desired legislation, and members of newspaper organizations who have worked for just libel laws and other enactments in behalf of the press and the people will do well to make note thereof.

Advertising, Cost and Charges

The consideration of advertising rates resulted in a very general conclusion that no charge of less than 15 cents per inch, each insertion, could be made with any profit to the publisher of any newspaper. One editor told how he got scarcely nothing for his space from one advertisement by not taking into account the cost of composition, showing proof and correcting. He got only $15 for an ad on which he figured a cost of $12.96, adding nothing for the expense of getting up, issuing and circulating the whole edition of the paper, and besides all this, the great amount of composition caused delay in issuing the paper and subscribers were kept waiting half an hour beyond the usual time of issue and delivery of papers just to get in that ad to accommodate the advertiser with a margin of only $2.10 above the wages to the printers.

John Barkhausen, President Colorado Press Association

Cost and Efficiency

H. W. Flagg, of Chicago, secretary of the United Typothetae of America, put the listening publishers wise to a good many methods of getting the most possible out of the newspaper investment.

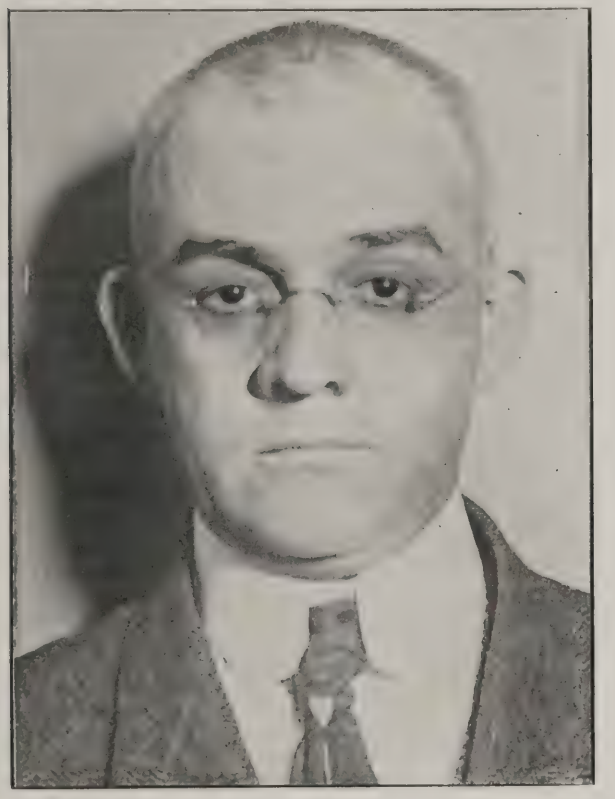
"If you've got a $25-a-week man keep him at $25-a-week work," said he. And then he told of having watched and timed a $21-a-week typo untying a roll of paper and putting it away in the shelves. "It took that man exactly fourteen minutes to do that," said Mr. Flagg, "and I told the proprietor of the paper that he ought to hire a boy at $6 a week to do all such work."

Chairman George E. Hosmer, of the cost committee, encouraged all to stand up and speak out on the all-important subject of "getting the dough," and they did not hesitate. Questions were asked every minute relative to how best to do this and the result was a solemn determina-

tion on the part of each publisher present to get more or "bust."

"No business can prosper unless it is conducted on a systematic basis," said Mr. Flagg. "A business can live and a proprietor can gain a livelihood in a great many cases by allowing his business to be conducted on a haphazard basis, but no business can grow to any great extent unless its owner knows what he is doing all the time.

"No man need flatter himself by thinking he is not susceptible to making mistakes because he has a good memory or has been in business for a long time. I knew a man who figured on a job and forgot to add to his figures the cost of stock paper. On this he lost $350. All there was to figure in the job was paper, ink, labor and overhead expenses. He put in the ink, which is the smallest item, and the work and added 20 per cent for profit, but he overlooked the cost of the paper, the largest item outside of the work.



Alva Swain

That man had been in business for twenty years. His mistake was made because he gave the figures hurriedly and failed to use his systematical method of submitting bids."

Mr. Flagg said some printers who have been in the business for years merely figure the cost of paper and wages and then add 10 per cent for profit. This manner of conducting business will never make a man rich. In a job of printing a few of the items follow: Work, paper, ink, cost of handling paper, wear and tear on machinry, rent, light bills, fuel bills, license to run a plant, electricity bill for running presses, distributing type after the job is done, waste in type, interest on capital invested, a small remuneration for the master printer and profit to pay him for his managerial ability. These items enter into the simplest of work where one kind of paper is used and one color of ink. It also doesn't include mucilage for making the printing into books. The man who figures the cost of paper, 33 1-3 cents an hour for printer hire and 10 per cent profit loses. Mr. Flagg says lack of system is cause for a great many business failures.

C. M. Davis, of the Davis Printing Company, made a short talk, in which he imparted some valuable knowledge to the printers on "bad debts." He said he can foresee that several business men in Denver are going into bankruptcy before a year and still he is trusting them.

It is not always a good business policy to cut a man's credit off when he has always been good pay. He advocates taking the "bad-debt" problem into consideration and adding a certain amount to all work for anticipated loss. Mr. Davis says he knows each day just what his loss from bad debts will be.

Other speeches made at the cost congress were as follows: "Cost Finding as Applied to Combination Newspaper and Job Plant," by Carl Anderson, of Fort Collins; "Correct Selling Prices," by B. F. Scribner, of Pueblo; "Benefit of the Cost Finding System," by D. S. Gilmore, Colorado Springs; "What Membership in the U. T. A. Means to the Small Printer," by E. L. Bristol, Cheyenne, Wyo.; "The Cost System as an Efficiency Promoter," by Charles F. Hynes, and "How to Protect Ourselves from Bad Debts," by Guy U. Hardy, of Canon City.

The Colorado branch of the United Typothetae of America elected the following temporary officers: D. S. Gilmore, Colorado Springs, president; Carl Anderson, Fort Collins, vice president; C. E. Adams, Montrose, second vice president; Frank Wright, Trinidad, treasurer and William G. Chamberlain Jr., Denver, secretary and treasurer.

Meeting of the Ben Franklin Club of Minneapolis

The members of Minneapolis Typothetae and Ben Franklin club of Minneapolis met in joint meeting at a 6:30 o'clock banquet at the West Hotel, January 17.

Following a very excellent dinner, Mr. F. L. Smith, president of Minneapolis Typothetae, called the gathering to order, and called Mr. Alfred Roper, president of the Franklin club, to the chair, that the latter organization might complete unfinished business. A rising vote of thanks was tendered Mr. F. J. Scott for the able manner in which he had handled the "Messenger."

Franklin club business being completed, Mr. Roper turned the meeting over to Mr. Smith and the Franklin club ceased to be and became a part of Minneapolis Typothetae. The new typothetae starts out with a membership of fifty-five, greater than that of either organization heretofore.

Mr. Smith in a very feeling address outlined the work he had done in the twenty-four years as president of the Minneapolis Typothetae, and his hopes for the future of the organization. At the conclusion of his address he was tendered a rising vote of thanks.

The following officers were elected for the ensuing year: President, Alfred Roper; vice president, W. P. Harmon; treasurer, H. C. Travis; secretary, E. M. Spencer.

Mr. Roper, the newly elected president, took charge of the meeting at this time. Brief speeches were made by Mr. Roper, Mr. G. L. Byron, Mr. T. H. Girling, Mr. Otto Miller and others.

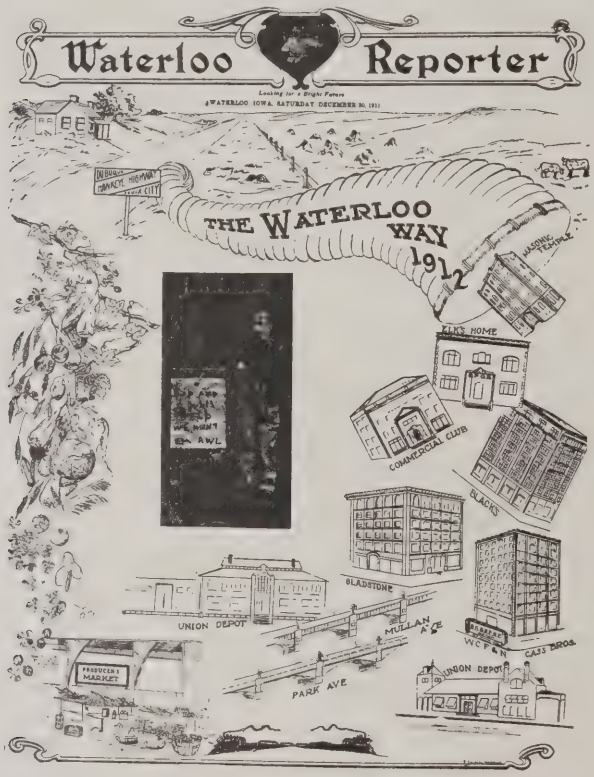
Mr. Leon Henry recited "Walk."

Just before closing, President Roper moved that in view of the fact that Mr. F. L. Smith had been president of the Typothetae for twenty-four years, he would be called upon many times for advice and assistance, and of the love and esteem held for him by his fellow craftsmen, that he be made honorary president of Minneapolis Typothetae for life, which motion carried unanimously and enthusiastically.

"Looking for a Bright Future" Issue

THE Waterloo (Iowa) Reporter, by Matt Parrott's Sons (Secretary W. F. Parrott's paper), brought out an annual issue that was different and was of magnificent proportions, containing seventy-two full seven-column pages. The first page a greatly reduced reproduction of which is shown, was designed by Mr. Parrott's daughter and is valuable as dealing with local subjects, products and improvements. The new buildings dropping from the huge cornucopia, the highway from Dubuque to Sioux City, and the "Producers' Market" are all important features, and the boy and his dog, who "Will help," well symbolize the spirit that brings prosperity. Wise, well directed, loyal, enthusiastic co-operation and mutual helpfulness by each and all for the good of all, are the modern ideals and afford the force by which American cities are being built up with a greatness, beauty and wealth never before realized in the history of men.

The second and third pages, in this issue, contain a method of promotion that can wisely be adopted by any



other newspaper, with great benefit to the publication and the people. It consists of a symposium on "What Are the Most Pressing Needs for the City of Waterloo in the Year 1912?" furnished by a score or more of leading citizens. The two pages are enlivened by portraits of these men which show them, if one can judge thereby, to be strong, intellectual, wide-awake progressives, worthy of their city and state, who would be an improvement on the members of the Senate at Washington. Among those with most impressive faces and whose expressed views harmonize in practical value and clear forecast are Mayor George E. Lichty, J. R. Rector, Dr. F. W. Powers, William Galloway, Paul Davis, H. M. Reed, P. J. Martin, A. E. Glenny, R. J. Fowler, C. E. Pickett, H. E. Kiester, C. M. Woods and W. R. Jameson, but why discriminate? They are all strong, intellectual appearing men. It must be a matter of gratification to a newspaper maker to be able to present such a galaxy of prominent citizens with their sound, instructive, splendidly promotive and far-reaching opinions as to a city's wants and future. It is impossible here to reproduce the views of these eminently practical gentlemen, although they would be of benefit to every city in the nation. Editors who are anxious to help in the promotion of all that will be of value to their respective cities should write to Secretary Parrott for a copy of this issue of his paper, that has for its motto or foreword, appearing on the first page under the title: "Looking for a Bright Future." Some of these opinions, briefly epitomized, are: "Taking Care of Present Factories;" "Getting the Producer and Consumer Together;" "More Small but Comfortable Homes;" "A Well Organized, Well Equipped and Progressive Commercial Club;" "Better Roads;" "Modern Advertising Methods;" "Opportunity for Each and All;" "The Meeting of All Human Needs;" "Good Roads and Driveways;" "Broad Moral and Religious Training;" "A Rational Balance, Internal Improvements, Cleanliness, City Beautifying, a Good Foundation and Conservation;" "Development of all Natural Resources and Advantages;" "Modern Home Advertising;" "Push, Energy and Confidence;" "Keep Money at Home and Invest in Local Enterprises;" "A City Beautiful;" "Commission Form of Government and Suitable Coliseum;" "Conservation of Natural Resources;" "Better Freight Rates and Improved Transportation Facilities;" "A Greater Live Stock Market," and so on.

The needs of a progressive city are almost illimitable and this splendid issue of the Waterloo Evening Reporter gives very many that are worthy of commendation, and lucky is the city that possesses a press and "prominent citizens" who are alive thereto. Naturally, this issue contained a review of all local industries and institutions, public and private. Among the topics are indicated the following titles: "Power and Height for the City of Waterloo;" "Waterloo as a Dairy Center;" "Rapid Transit System Is Ideal;" "Waterloo's Religious Side;" "Waterloo Schools Are Manual Training, an Important Feature;" "Waterloo Banks; the Financial Force Behind City Industries," and so on through all the great and minor interests, including manufacture and commerce. Each subject is properly and fully treated and each article illustrated with halftones of buildings and portraits of the men at the heads of all the leading activities.

Joe Mitchell Chapple of Boston, Mass., editor of the National Magazine, was one of several prominent speakers at the January dinner of the Knife and Fork club of South Bend, Ind. While in South Bend Mr. Chapple was a luncheon guest of F. A. Miller, editor of the South Bend Tribune.

R. B. Breckenridge, who has been connected with the Tribune plant in South Bend, has resigned and gone to Seattle, Wash.

Elmer Crockett of the South Bend Tribune, who has suffered two attacks from gravel within a few weeks, is improving. He suffered agony on both occasions and for a time his condition seemed to be rather serious.

AN INSPIRATION AND HELP IN WORK

Mr. B. B. Herbert, The National Printer-Journalist.

Dear Sir: Enclosed is bank draft for $3 in payment of my subscription to the National Printer-Journalist up to and including January, 1913.

Referring to your Christmas spirit offers, you may send me the set of Rouse composing rules.

I like the National Printer-Journalist. It is an inspiration and help in my work, with its many practical suggestions and glorification of ideals. Yours truly,

C. F. CLARK.

AT THE COST CONGRESS BANQUET. (See pages 94 to 99)

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

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CHICAGO, FEBRUARY, 1912

For all printers, by study and comparison, to know what their costs are and to charge the same with reasonable added profits, is a duty and has no taint of monopoly or combination in restraint of trade. In this issue, as we believe for the good and profit of our readers, a good deal of space is given up to the Cost System and education therein.

Lawyers for a century or more, in this country, have had their fee bills, and by charging enough have not lost business, or influence, but it is singular how anxious these lawyers become, as politicians, that manufacturers and others be punished for agreeing on reasonable prices to be charged for products. A few suits by the Federal Court against Lawyers for extortion might tend to clear the atmosphere as to legitimate charges.

So great has been the demand on the pages of this paper for this month, that the editor feels justified in stepping aside for the once, that current matters of importance may be given proper place and that others may have a full hearing. Amends will be made in the March issue. The study of the present number should not be neglected. It is filled with most practical thoughts as to cooperation, system, costs, and efficiency as well as with practical ideas and illustrations as to job work, advertising and promoting the newspaper and the printing business, and also as to the conduct, character and make-up of a model newspaper. There is enough in this one issue, if patiently studied and intelligently applied, to make a man a successful printer or newspaper maker. Heretofore we have referred to a rule among old preachers, that every sermon should contain enough to point the way and secure every sinner's salvation. With an array of two score and more of model modern evangels in the calling of printing and newspaper making, speaking through our pages this month, we feel that every reader may be saved from all ignorance, sloth, carelessness and indifference and should be so inspired and informed as to enter upon a career that will prove a blessing to his patrons, to his community, his city and State, as well as to the high and honored callings with the mission to help men in all their avocations, and all their lives, efforts and relations as workers, business men and citizens. The printer or newspaper maker who sins against such light is only fit to be damned to humiliation and failure.

That there is a wonderful uplift in printing is witnessed by an announcement, on page seventy-eight of this issue, as to action taken by the Board of Trade Department of the Boston Typothetae. Then, what is still more gratifying, an advertiser, the Lanston Monotype Machine Co., on the very next page, takes the same stand against cheapness. This was without any knowledge, understanding or collusion between the Board of Trade and the advertiser, and the juxtaposition of the two ads was without design and purely accidental, and the writer was unaware of the same until he commenced writing this note in a friendly way to call attention to the Board of Trade Announcement. The gist of this action of this organization of Boston Master Printers is simply a protection against using arguments as to the cheapening of work and the price to be charged for the same, in advertising new and improved printing machinery or in soliciting for the sale of the same. It has come to be pretty generally accepted as a business principle among Master Printers, since the establishing of Cost Systems, that the firm that puts large money into the purchase of new and improved machinery for facilitating work is entitled to the profits on the investment instead of giving away these profits to customers. It used to be otherwise. Every printer was advertising how much cheaper instead of how much better, expeditiously and satisfactorily he could do printing than could his competitors. This having been the established custom among the buyers, it could not be expected that manufacturers and sellers of machinery would do otherwise than to appeal to the passion for exploiting the possibility of cheapening the price of work as a means of making sales. So far as we have noticed manufacturers as a rule, have kept pace with the new ideas and now, that attention is so forcibly called to the objections to the old methods, there is no doubt but that all will reform and refrain from all objectionable methods. The Boston Typothetae Board of Trade calls attention to the fact that "It is impossible to draw any conclusions as to these hour costs without complete information as to the conditions etc. etc." This statement might seem to militate against the hour cost system. While the hour cost may be on an average very nearly the same in all offices, yet it is a fact that there will be a great difference in the hour product or output in different offices. The well equipped, properly arranged office with a force of skilled efficient workers will always have the advantage both as to quality and quantity of product. It is necessary, however, to have some standard by which, safely, estimates on jobs of work submitted for estimates in advance can be made and the average hour cost seems to be the most feasible method yet discovered. If customers were educated to trust the printer, and take the figures after the work is completed, it would be an advantage to all worthy printers and to the customer as well. Some establishments have educated many of their customers up to this point.

This variation in the hour output is nothing against the cost system which is a most potent educational force and is an incentive to and a creator of greater efficiency. The cost system discovers leaks and reveals inefficiency.

Improved machinery in all lines has been a great benefit for the printing business. It is often surprising how improved machinery, increases and improves output,

has tended to the increase of business. This is true of both composing machines and presses. We have frequently known of printers who have installed with great hesitation, one Linotype machine and soon found work so increased as to find it necessary to install a second or a third. The installation by a newspaper of a fast flatbed press, enabling the office to get out the paper more promptly, in larger size and better every way, has, time and again, resulted in such increase in circulation as to make profitable the installation of a rotary or web press with still greater capacity. Printers and newspaper makers can have naught but good to say of improved machinery and its greater profitableness. The only complaint can be as to a kind of advertising that counsels printers to cheapen their work and decrease their prices in order to get more work.

The Cost System, that takes into account all overhead expense, including interest risks, wear, etc., has taught both master printers, and the manufacturers and dealers in printing machinery, many valuable lessons, and it is right that all should be asked to live up to the greater knowledge in their dealings with one another, and in their representations to customers. Old methods and habits are not always quickly changed or easily amended but mutual and broad understanding will bring the desired ends sooner or later.

The beautiful, prosperous city of Elgin, Ill., had a "Made in Elgin Show" in the Elgin Coliseum, opening Feb. 1st. The enterprising Elgin Daily News, by Lowrie & Black, always in the lead in all efforts for the promotion of local interests, church, educational, commercial and industrial, had, in its issue of January 31st a "Made in Elgin Section," that was filled with interesting facts and business announcements. All the world knows of Elgin watches and all the inhabitants of the United States are conversant with Elgin butter The News stated that:

"Condensed milk and prepared food products made in Elgin are shipped to all parts of the civilized world and form an indispensable part of the rations of exploring parties to the darkest parts of the uncivilized world.

"A can of Borden's condensed milk was on exhibition in Elgin a year ago which was taken to the North Pole by Commodore Peary and brought back to New York. Every month large shipments of Elgin condensed milk go to the orient."

But the News tells of three score more different lines of Elgin manufactures that are profitably developing and reaching out into the markets of the nation and beyond. The list is educative in itself and suggests how wide are the wants of modern civilization and how broad and numerous are the fields of opportunity open to the industrious, the ingenious and skillful. The manufactures range from automatic machines and tools of all sorts to "Wrapping machines and all sorts of novelty work in metals and wood."

Here are two, out of the sixty and more manufactures that have peculiar interest, one as showing that opportunity for wealth is often found in simple things, another, because of the suggestion of the ease and comfort secured thereby, in such winter weather as has been afforded to the U. S. for the past month:

"The youngest manufacturers in the world are located in Elgin. They are the sons of Patrolman Edward Higgins, who manufacture canvas gloves on a considerable scale at a shop in their home. They began in a small way and solicited orders. Now they make gloves of all sizes and grades and supply many of the stores in Elgin. They sell all the gloves they can make and have laid the foundation for a business whose proportions will be unlimited.

"An automatic device is made in Elgin which regulates furnaces with no attention at all from the head of the house. He has to keep coal on the fire. The regulator does the rest. Since the product was put on the market it has been regarded as almost indispensable by many who have seen it. It is becoming widely known over a wide territory."

JAMES L. LEE AND HIS CALIFORNIA HOME.

James L. Lee, President of the Challenge Machinery Company, of Grand Haven, Mich., who is widely known throughout all printerdom, is now enjoying well-earned rest and pleasure at his home in Pasadena, Calif. We know that many readers will be delighted to see the reproduction of his kindly face among the Chrysanthemums in November, and his flower-embowered house.

Mr. Lee put in the first cylinder press purchased by the editor of this paper, at Red Wing, Minn., in 1877, and was a guest at the editor's home during the week of setting up the press and a "Little Giant" Engine that furnished the motive power. It was a Country Campbell and did good work. In 1883, Mr. Lee accompanied the

California Home of James L. Lee

Mr. Lee inthe Garden of Chrysa nthemums

Minnesota Editorial Association on a trip to Winnipeg and Lake of the Woods. With this much by way of explanation, we are going to take the liberty of printing the following letter from Mr. Lee, bearing the date, Jan. 16th, 1912:

My Dear Friend: I have just received a letter from my son, J. Edgar Lee, in which he quotes from your good letter of Dec. 14, 1911, and which brings back to me pleasant memories of the time I visited at your house, and the outings with you and the many good friends of the Minn. Editorial Association. My! but that was a grand trip! Splendidly arranged, and one of the best I ever attended.

In retiring from active business and especially since I gave up traveling I have missed the many friends and pleasant associations of some twenty years "on the road." Quite frequently I meet some old friend out here for the winter; several from Winnipeg at different times. I don't know if you would remember Mr. Grant we met at Winnipeg, and also he was with the Canadian Press Association in Chicago, June 1900. He comes here every winter.

I shall be pleased to hear from you soon and remain as ever,

Your old friend,

JAS L. LEE.

General Smith D. Atkins and the Freeport, Ill., Journal

WHEN Freeport, Illinois, is mentioned, two subjects come up—the first is the great Lincoln-Douglas debate of August 27, 1858, when the gaunt rail-splitter provoked a reply to a question propounded the "Little Giant" which caused the southern democracy to repudiate Douglas as its presidential candidate, at Charleston, S. C., in the national convention of 1860; the other, with which latter-day things are more closely connected—which, however, is a connecting link between the past and the present—is General Smith D. Atkins, the editor of the Freeport Journal.

General Atkins is one of the old-young men of Illinois; he was 76 the 9th of last June, but a perusal of

Gen. Smith D. Atkins

his editorial page, which is confined to Saturday's issue of the Daily Journal, will show that his strength develops more and more with increased years. He is a lifelong Republican, and his utterances show that he believes in a rule of the majority in the party; and, though a candidate may not be to his liking, he feels that he has no right to sulk when the majority votes for such a man at the primaries.

The writer visited Freeport in the interest of a Chicago paper some weeks ago, and of course called on the general. He is an interesting talker, and having seen so much of the history of the past three-quarters of a century in the making, his fund of reminiscence is inexhaustible. His command, the Ninety-second Illinois, was the first regiment to enter the city of Chattanooga—several days before the battle of Chickamauga—and General Atkins has always taken the position that that battle was as useless as it was disastrous; for had Rosecrans not waited and allowed time enough for Bragg to be re-enforced from Virginia, Rosecrans could have held Chattanooga, and Chickamauga, with its terrible loss of life, would not have been in history. In commemoration of the general's entrance into Chattanooga, the Chickamauga Park Commission, several years ago, placed a bronze tablet in the old Crutchfield house, now the Reid house, in commemoration of the event.

The general entered the army as a private; he holds his major's and colonel's commissions signed by Dick Yates the elder, war governor of Illinois; and while yet a colonel had charge of a division of Kilpatrick's cavalry in Sherman's march to the sea and through the Carolinas. He was brevetted brigadier-general by Abraham Lincoln, and his brevet major-general's commission is signed by Andrew Johnson.

The Freeport Daily Journal

VOL. 35, NO. 56 FREEPORT, ILL., FRIDAY, JUNE 9, 1911 TEN CENTS A WEEK

$1,200,000 ASYLUM FOR NORTHERN ILL.

WHY NOT GET INSTITUTION FOR FREEPORT?

FOUR O'CLOCK P. M.

Weather Forecast

The Freeport Journal

COUNTY CLERKS' FEE SYSTEM TO BE REVISED

COMMITTEE TO REPORT FAVORABLY ON LOAN TREATY

CONFERENCE OF CHARITIES AND CORRECTIONS HELD

WILL TAXES BE LEVIED THIS YEAR?

ASSESSMENT FOR PARK DISTRICT BEING DISCUSSED

WOMAN AND CHILDREN KILLED WITH AN AXE

TAFT APPROVES ORDER FOR SOLDIERS' RETURN

HIGH SCHOOL TO OBSERVE FLAG DAY

CALLS FOR BANK REPORTS AS OF WEDNESDAY JUNE 7

PROTECTIVE LEGION MERGES DISTRICTS

OPEN CAR ON SOUTH END

SAYS STEEL TRUST MODEL OF VIRTUE

DARY INSISTS ITS POLICY HAS BEEN PUBLICITY

GIRL SLEEPS SEVEN WEEKS

FREEPORT WOMAN IN AUTO ACCIDENT

MRS. MATHIAS SCHMICH IS BADLY HURT

BOOM DUFFY FOR COMMANDER

LEARN TO APPELLATE COURT FOR LEADER G. A. R.

TO NAME DELEGATES TONIGHT

VOLCANO COLIMA IS IN ERUPTION

TORRENT OF LAVA DESTROYS SIX MEXICAN TOWNS

FRESHMEN DEFEAT JUNIORS

FROM WINSLOW TO FREEPORT, ON THE PECATONICA RIVER

TO DISCUSS RELIGIOUS FORWARD MOVEMENT TONIGHT

ORDINANCE FOR APPROPRIATION

WILL BE PRESENTED TO CITY COUNCIL

ROCKFORD CLERGY SLOW AT BASEBALL

COMMENCEMENT PLANS COMPLETE

JUNIOR BANQUET THE OPEN ING FEATURE

Daily Journal 1911

The general, just at the close of the war, met the daughter of ex-Governor Swain of North Carolina, then president of the university of the Pine Tar state, and in December, 1865, went back to Carolina and married her. Mrs. Atkins died several years ago.

President Johnson appointed General Atkins postmaster at Freeport, which position he has held under every republican administration since, his last appointment having been made by the postmaster-general, as the latter expressed it in a letter to Frank O. Lowden, then congressman in the Freeport district, on account of an almost faultless condition in the affairs of the Freeport postoffice for the many years of his incumbency.

The names "Freeport Journal" and "Smith D. Atkins" are one and inseparable. The general's strong personality has wielded a wide influence in the middle west, and while

there are many papers of probably greater circulation, there is none more widely quoted nor more highly respected.

From a small six-column paper in 1896, the Journal has grown into a standard-size newspaper with seven columns to the page, and from eight to sixteen pages per issue. The cuts on this page show a part of the front page in 1896 and the almost metropolitan appearance of the sheet today.

The management of the Journal devolves upon N. T. Cobb, the general's son-in-law, a young man from North Carolina, who went to Freeport about six years ago. Mr. Cobb has around him an efficient corps of assistants, and the policy of the paper, as evidenced by the articles aimed to the betterment of the Freeport street-car and

The Daily Journal.
Royal Baking Powder
JEWELERS!
The Harlow Business College

Daily Journal 1896

lighting problem, shows an aggressiveness and at the same time a fairness that is commendable. The Journal was for a long time the only paper in Freeport which espoused the cause of the people as against this serious impediment to progress, but after showing the other papers that the "water was fine," they, too, plunged in. At a recent meeting of the business men's association of Freeport the attitude of the Journal was unreservedly commended, and the men of affairs making up the association are to be congratulated upon having a newspaper so fearless in the interest of the common good as the Journal has proved itself to be.

STATE COST CONGRESS FOR INDIANA.

Falling in line with the other states, Indiana is to have a Cost Congress at Indianapolis on the 14th and 15th of March. Enthusiasm is intense, and there is no question as to its success. In connection therewith will be a State Federation of Ben Franklin Clubs and their members.

An enthusiastic meeting of printers interested in the Ben Franklin movement was held on Friday, January 26th, at the Y. M. C. A., Indianapolis. L. B. Lacey, President of the local Ben Franklin Club, was in the chair and President Hartman, of the Ben Franklin Club of America, as well as Secretary Allen were also present. Details of the proposed Cost Congress were gone into, and it was the unanimous sentiment that Indiana should keep in line with her sister states in the matter of the betterment of the printer.

A program was outlined, and later on will be published in detail. Several prominent men had volunteered to give assistance so it was decided to hold the Congress, with L. B. Stacey as President.

Before separating President Hartman gave an interesting and characteristic address in which he pointed out the amount of good that had been done throughout those centers where Ben Franklinism had thrived The condition of the printer had improved; he had now become a better business man and was able to discount his bills and provide for his family. The printing business was, he stated, the seventh in importance of the great industries of the country, but until the Ben Franklinites began their endeavors to improve conditions its rating by the mercantile houses was very low Now the printer was beginning to come into his own, and he was being extended privileges which years ago he was denied. By the help of the Cost System he knew what it cost him to do business, and he now charged a price which enabled him to make a living.

In the evening Messrs. Hartman and Allen were the guests of the Ben Franklin Club of Indianapolis at dinner. Altogether about sixty partook of a capital repast at the conclusion of which there were speeches.

President Hartman spoke for the best part of an hour. He reviewed the work done by the followers of Ben Franklin and outlined the policy of the new national body

A Bouquet for the National Officers

pointing out that it was not antagonistic to anyone. It was educational and progressive and was determined to go on endeavoring to justify its existence by a strenuous desire to uplift the craft. Already letters were pouring in enthusiastically endorsing the work. They were strong on mutual help and co-operation, and he defied anyone to place a finger upon a bad feature of their club.

Mr. Hartman related some striking stories of what the movement had done in Chicago during the seven years that the local club had been in existence. Good had been accomplished beyond the expectation even of the founders, but it had been due to the labors of its members who had learned the lesson that you could not possibly take more out of an organization than you put in it.

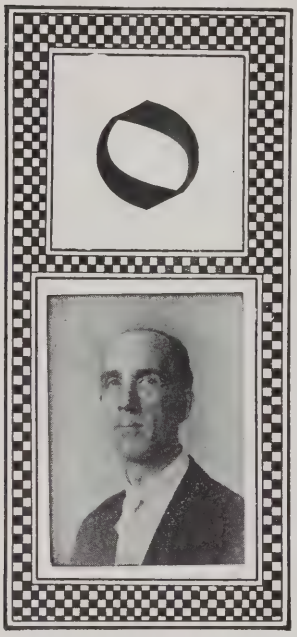
Secretary Allen also gave an address dealing with the work that had been done by him since taking over the duties of National Secretary. The promises of support which he had, had been most gratifying and showed the need there was for a broad gauged organization such as theirs, attempting to control neither prices or labor, but advocating that every job taken should show a profit.

They were receiving support because no plank in their platform was weak, and they were not appropriating any ideas of any other organization or set of men. They were attracting to their club a class of men willing to give their time and money to the betterment of the great craft to which the civilized people of the world owed so much.

A rising vote of thanks was accorded to the national officers at the conclusion of the meeting.

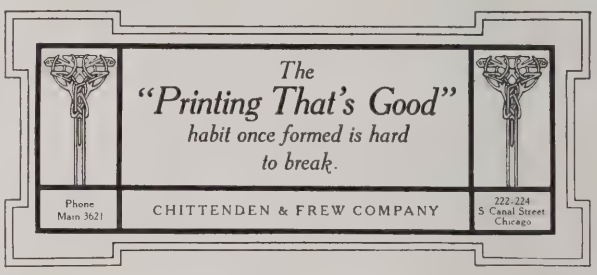
REVIEW OF JOB PRINTING

Address all communications to E. S. Hanson, 440 S. Dearborn St., Chicago, Ill.



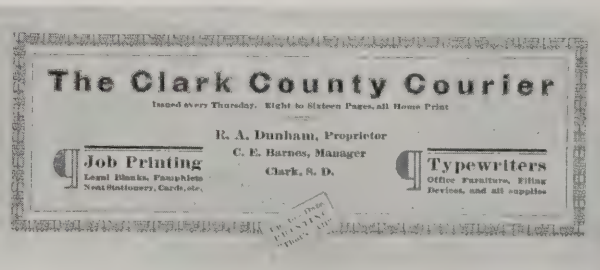
NCE in a while some work reaches my desk which really ought to go to one of the other departments of the magazine, and yet which is so worthy of comment from my particular viewpoint that I do not like to let it pass. In this classification is a bunch of work from the Chittenden & Frew company, 222 South Canal street, Chicago. These people are printers, and the work which I have before me is purely to advertise themselves, so that it ought to go to the department of "More Work Through Publicity." At the same time the various pieces are such excellent specimens of job printing that the readers of this department would miss a great deal if they did not see them, though most of them doubtless are interested in matters of advertising and read the other department anyway. I am

sure I do, and find it most helpful. The booklet entitled "About Ourselves," of which the title page is here reproduced, is in two colors, black and green. The main line combines the two colors, with the outline in black, as do also the ornaments under it. The other lines of type are in solid black and the rules in green. The pages throughout have the same green border, the right-hand page being devoted to matter descriptive of the firm's plant and the left-hand page to illustrations. Three sets of blotters are also included in the lot, each set comprising three blotters held together with wire staples. One of these has on the outside "Let Your Light Shine Each Month During 1912." A series of twelve candles representing the twelve months of the year extend down the center of the blotter,



the January candle burning brightly. The second blotter is reproduced, headed "We Furnish the Candle." The third blotter is headed "What This Light Will Do," and comprises some more good sales talk. A blotter from one of the other groups is also shown. This is in two colors and I consider it a most satisfactory piece of rule work. Another folder entitled "Advertising Made Us Do It" calls attention to the installation of a new Babcock Optimus No. 10 cylinder press.

The letterhead of the Clark County Courier, Clark, S. D., has reached me in some way, though I am not sure who sent it in. It is in several respects

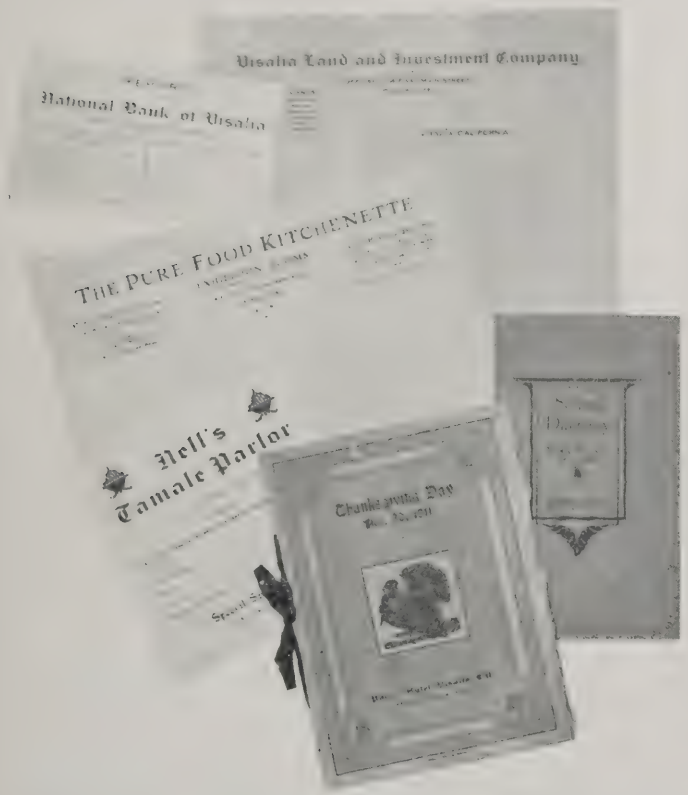


a most satisfactory head and I shall turn it over to the engravers with instructions to reproduce it, though whether they succeed or not is in doubt.

H. W. Hildreth, with the Express Printing company, Superior, Neb., sends a bunch of two-color letterheads which are well worth special notice. This

concern evidently has a very complete equipment of faces for use in two colors, and Mr. Hildreth, or whoever is responsible for the work there, understands how to use them. Every specimen registers perfectly and the press work is all that could be desired. The selection of color combinations has also been made with great care, the colors harmonizing not only with themselves but with the kind of stock used.

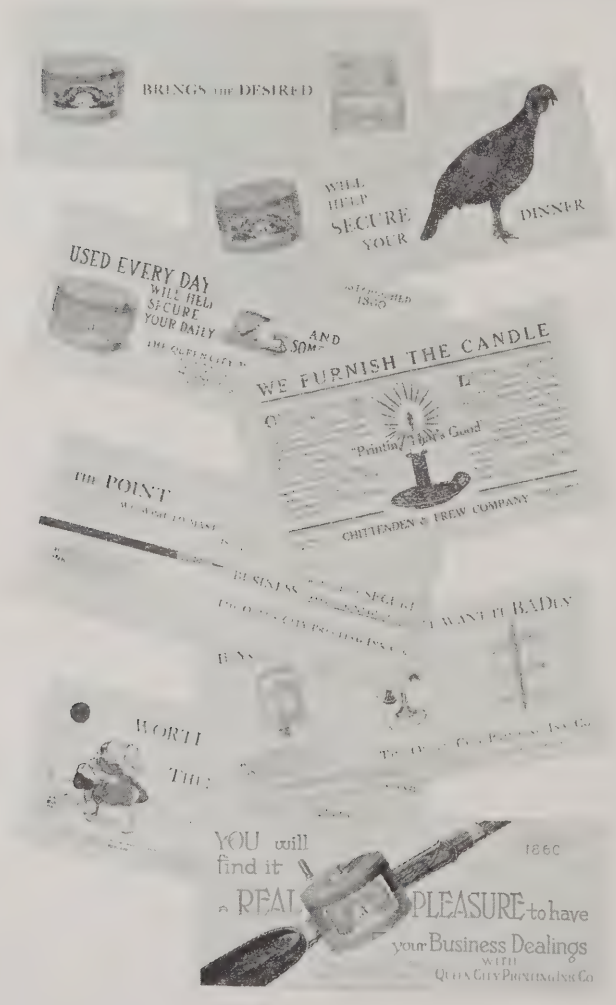
J. Warren Lewis of Visalia, Cal., sends a large number of specimens, several of which are of unusual merit. Notable among these is the menu card for the Palace Hotel's special Thanksgiving dinner, this being in two colors and gold, with a specially designed cover, on deckel edge stock. The cover of the school directory of Tulare county is also a very satisfactory job, although I should have preferred to have had county spelled out, and possibly California also. In this way Tulare county could have made a full line and California could have taken the place of the date, this date line being dropped farther below. The letterhead of the Visalia Loan & Investment company I consider one of your best specimens, the color combination as well as the composition being first-class. The wedding invitation is one the best pieces of script composition I have seen for some time. In fact, our contributors are not sending in as much of this class of work as they used to, the reason being probably that more and more of it is going to the engravers. But the engravers would lose much of their business if all printers would handle script as well as you have done. The opera house programme is a good piece of composition for this class of work, but has been handled rather carelessly in the make-up and press work.



I note that my estimate on a job of cards for one of our readers in our December issue has drawn comment from the secretary of the Ben Franklin club of Chicago. Mr. Wray is not satisfied because, whereas the printer charged $4.50 for the job, I told him that it was worth only $3.25. Mr. Wray has estimated the work on a basis of Chicago prices and has discovered that it is worth $7.95. While I am very willing to admit that I may have erred in one direction, I believe that Mr. Wray has gone very far to the other extreme. I do not believe there is a careful buyer of printing in Chicago who would pay that price for that work, nor do I believe it would be necessary. I have before me the bill for 3,000 cards of postcard size, printed on both sides, and with practically the same amount of composition as on the card sent in by my Oklahoma corre-

spondent. This bill amounts to $9.05, and as the price was not agreed upon beforehand, I assume that the printer is satisfied. The stock is a good grade of index bristol, a much more expensive stock than the card which my contributor sent in, and there were twelve times as many of them, or, allowing for the difference in size, requiring six times as much stock. Mr. Wray's estimate was evidently made on the basis of the work being done in a large shop where the overhead expenses are heavy. It is well known that a small job cannot be handled as economically in a large shop as in a small shop. In fact, I know of printers in Chicago who tell their customers frankly that they cannot handle small work as economically as some other printers might.

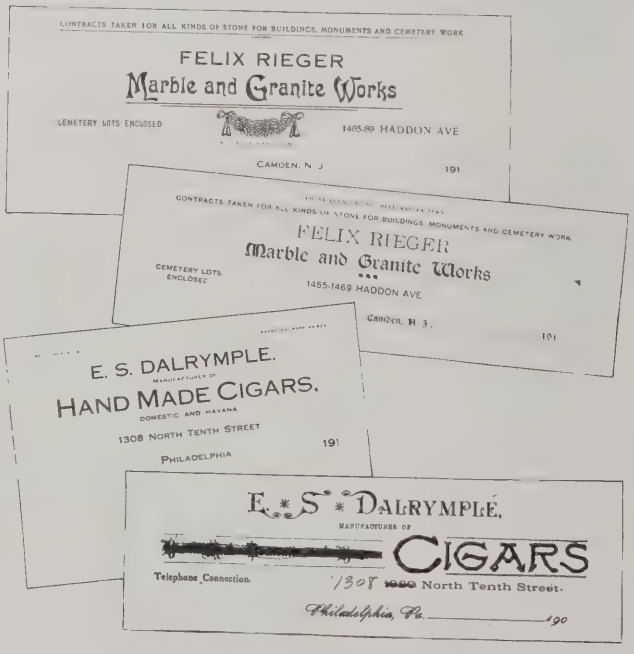
Speaking of blotters reminds me that I am in receipt of a bunch of late ones from the Queen City Printing Ink company. This concern, as has long been recognized, has a man of ideas behind its advertising. In this series of blotters he endeavors to


BRINGS the DESIRED
WILL HELP SECURE YOUR DINNER
USED EVERY DAY
WILL HELP SECURE YOUR DAILY
WE FURNISH THE CANDLE
"Printing That's Good"
CHITTENDEN & EWEW COMPANY
THE POINT
WORTH
YOU will find it a REAL PLEASURE to have your Business Dealings WITH QUEEN CITY PRINTING INK CO

bring out his ideas pictorially as much as possible. For instance, one of the blotters is headed "If you want it good but want it badly," and then down the center of the blotter are illustrations of a mail box, a telephone, and a group of telegraph wires, showing the three methods of hurrying an order for Queen City printing ink. The idea that Queen City printing ink, if used every day, will help secure your daily bread—and sometimes cake, is also treated in a pictorial way. A group of these blotters is here shown, but I would suggest that you send to the company for some of the originals.

Warren S. Dressler, our old friend of Camden, N. J., claims to be the originator of the "Independent Candidate for Business" card which appeared in our

December issue. Mr. Dressler seems to be doing a large and varied amount of work, judging from the samples which he sends. The Kelly blotter, which is shown herewith, he says brought him a



great many compliments, and I think it is deserving of them. The only fault I can find with it is that rather an antiquated face of type was used for Mr. Kelly's name. The comma after the name might

also have been omitted. The special Christmas folder for G. J. Herzich company, of which Mr. Dressler says 2,500 copies were printed, brought the company a large amount of business during the holidays, and Mr. Dressler already has a commission from the same concern to develop an idea for 1912. In the lot is also a card 11x14 for a building and loan association, starting out with the statement, "Lay Money Aside for a Rainy Day." To illustrate this, Mr. Dressler has cut an umbrella from patent leather, using some heavy rule for the stick and several sections of light face rule to represent rain. This is simply a sample of what an ingenious printer can accomplish with the material at hand. The specimens are too numerous for me to make individual comments on all of them, but they all show that there is a man of ideas behind them. Some reset specimens are included, in which I have taken particular interest. One or two of these are shown.

Ernest Houghton, Mandan, N. D., sends a card on which he desires criticism. The card is reproduced as he printed it and also as he suggests it ought to have been printed. He was compelled to

THE By-Law and Arrangement Committee of the proposed Retail Merchants' Association will give their report next Tuesday eve., January 2, 1912, at the Commercial Club Rooms. Organization will follow. You are urged to be present.

You are just as much interested as anybody

print it as it appears in order to satisfy the customer, but was sure that the style was wrong, in which I fully agree with him. The correct location for the type matter on such a card as this is with the margins even on the sides and top, leaving a wide

THE By-Law and Arrangement Committee of the proposed Retail Merchants' Association will give their report next Tuesday eve., January 2, 1912, at the Commercial Club Rooms. Organization will follow. You are urged to be present.

You are just as much interested as anybody

margin at the bottom. Incidentally it might be mentioned that Mr. Houghton is the creator of most of the advertisements in the 1910 Christmas number of the Mandan News, which Mr. Copper gave such high praise in the April number of last spring.

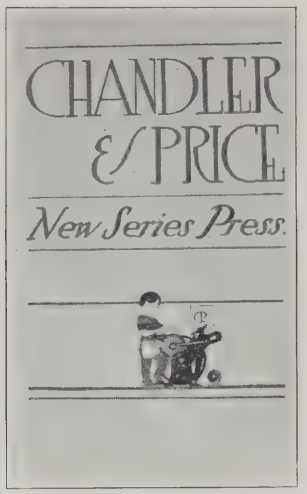
I am glad to hear from Fred Inden, 5656 Loomis street, Chicago, his contribution being a collection of booklets, post cards, business cards, announcements, etc. Some of these are for Marshall Field & Co., which is probably a sufficient guaranty of their

excellence, for this concern uses nothing but the best. The double post card for Hayes & Hayes is especially well gotten out and ought to bring this concern some business. The border you have used is particularly harmonious with the general style, and the black figures for the prices serve to emphasize them.

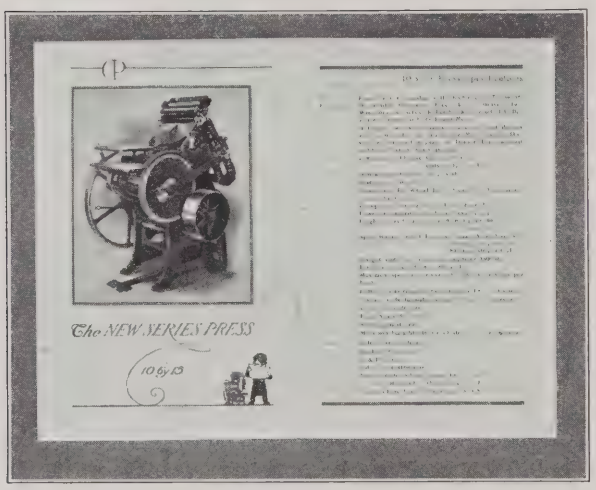
W. C. Eastwood, proprietor of the Acme Printing company, Piper City, Ill., says that he has recently opened his job printing office and is anxious to get information along the line of advertising for job printers. I would suggest that he study the department in the National Printer-Journalist entitled "More Work Through Publicity," and I think also that a number of our readers would be glad to exchange specimens of this character with him.

I am much impressed with both cover and the inside pages of a piece of publicity work sent out recently by the Chandler & Price company of Cleveland, advertising the well known Chandler & Price

Gordon press. When it comes to a combination of the cover and the inside pages, however, I can not say that I like the general effect. The cover is on a folded antique deckel edge hand-made cover stock,



and is printed in three colors, with a Bradleyesque design. The inside pages, which, by the way, are much smaller than the cover and still further emphasize the fact that the cover might have been an afterthought, are on heavy coated paper, and with



an outside page which would well have served for a cover itself, and which I fancy was intended for such until the idea of the outside jacket was developed. The inside pages are all that one could wish, both in composition and press work. The work was done by the Caxton company of Cleveland.

It is to be regretted that so commendable an enterprise as the Winona Technical Institute was compelled to go out of business. The fact that it failed to be a financial success is emphasized by some figures issued by the courts in regard to it which are now before me. It would be a benefit all around if some means might be devised for reviving this enterprise and putting it upon a substantial basis.

I wish I knew the originator of a menu card and programme which has reached me, the subject of it being a ladies' night of the Ben Franklin club of Minneapolis. It has a handsomely designed cover and the programme itself is designed and printed in a very attractive manner.

The American Newspaper Annual and Directory

The American Newspaper Annual and Directory, issued by N. W. Ayer & Son, Philadelphia, is a veritable storehouse of information for newspaper makers and will be found not only a convenience but a necessity in many offices and to all general advertisers and advertising agents.

In this issue are shown 11,413 towns where newspapers are published and there are 24,345 publications of all kinds, an increase of 110 over last year. The book is a condensed history of newspaper and other publications, showing combinations, changes, new papers, circulation, etc. In addition to this, there are given the most important facts as to cities and countries where the publications are issued. The population figures in the United States and possessions are from 1910 census. The book contains excellent maps of the different states and territories carefully revised and brought down to date. Practically every place where a newspaper is published will be found on these maps; each is indexed and can be readily located.

The maps are worth the price of the book. Another interesting feature is a gazeteer of all towns in the United States and Canada of 3,000 population upward, covering pages 12 to 22 inclusive. These are arranged in groups in each state as follows: Towns of 3,000 to 5,000, 5,000 to 10,000, 10,000 to 20,000, 20,000 to 50,000, 50,000 upward.

The state headings have been carefully revised and brought up to the present time, giving concise and valuable statements of the wonderful resources and growth of the country. Many of the publishers in the various states have furnished much statistical and other information for this work.

Town headings have also been carefully revised. The distance of the town, and in most cases the direction, from some prominent point is given; its means of communication by railroad, water or stage; whether it is a telegraph and express station, and if not, what the nearest telegraph or express station is. If a place has a bank, the word "Bank" appears, if more than one, "Banks"; if there is no bank in the place nearest, or most accessible, or the usual banking town for that point is given. Then follows the description of the place itself, setting forth as fully as possible its advantages of location, the leading manufactures, the nature of the surrounding district, with its productions, agricultural or otherwise, and educational and other public institutions. The catalogue section has increased this year about twenty pages, fully four-fifths of this being due to additions to this descriptive matter.

The readers of the National Printer-Journalist will be interested in the announcement of this annual on one of the front pages of this issue.

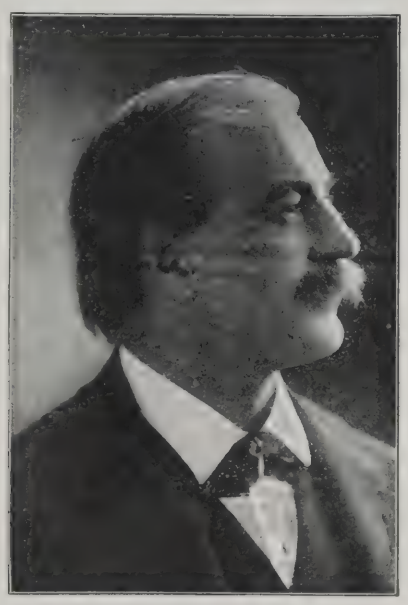
The Keystone Printing Company of Pittsburg, Pa., will soon be in the market for new machinery for its new process color printing department. The business in color printing is increasing with rapid strides, according to the statement of officers of the firm, and the plant will make improvements to maintain the standard of work which always has been turned out by this concern.

The Twenty-Fifth Annual Banquet of the Chicago Typothetae

In Commemoration of the Two Hundred and Sixth Anniversary of the Birth of Benjamin Franklin—Held in the Gold Room of the Congress Hotel, January 17, 1912

A SILVER anniversary is always notable and compelling in itself. There is something about the rounding out of a quarter of a century in men's relations or in continued individual effort and accomplishment that awakens interest and sentiment. The continued persistence, in worthy co-operative efforts for twenty-five years, is something that deserves celebrating. The Chicago Typothetae has a history that may well be commemorated. There is a tinge of deep sadness, however, in recalling the years that are gone, from the fact that so many of the first members have passed away. Syrene H. Blakely, William Johnston, Andrew McNally, Charles E. Leonard, R. R. Donnelly, Henry O. Shepard and a score of others who were the leaders twenty-five years ago, men of highest ability and attainments, are now all numbered with the dead; still the work goes on and the pleasures of the annual feasts are no less than in the years gone by, and the last banquet was the most successful in the history of the organization.

At this silver anniversary banquet, held in the gold room of the Congress hotel January 17, 1912, Mr. Arthur E. Southworth presided, and, after an opening prayer by Rev.



W. H. French, Toastmaster

Frank G. Smith, he introduced W. H. French, president of Barnhart Brothers & Spindler Company, as toastmaster for the evening, saying among other things:

"We take great pride in the fact that our organization is one composed of the successful printers and with an open door and the right hand of fellowship extended to all who care to join.

"We don't say to a man without the Typothetae, individually, he cannot succeed, but we do say that with the Tpyothetae and co-operation he can be more successful.

"A few years ago the average printer, and I think the Typothetae printers as well, went to the supply man on bended knees and asked for credit or an extension, but today the printer is more successful and occasionally in trying to land an order the supply man goes to the mat.

"We are going to place our lives in the hands of one of those men tonight and the committee was very careful in the man they picked out. This man, Mr. French, that I am talking about, has been your toastmaster before. He needs no introduction. What he needs is order.

"Before I hand him this gavel that he may maintain order, I am going to offer a toast to Mr. French.

"May this veteran of the supply trade who is your toastmaster tonight be with us to do the honors at our golden jubilee. Gentlemen, Mr. French. (Banqueters sang: "For He's a Jolly Good Fellow.")

Mr. French said in part upon assuming the position as toastmaster:

"Mr. President and Gentlemen of the Typothetae: I learned a good while ago that when I got a command from the president or other officer of the Typothetae that I had to obey and that is why I am in this chair tonight.

"Gentlemen, I can say to you as the minister said, when he was delivering an address in Joliet to the prisoners in the penitentiary: 'I am delighted to see so many of you here.'

"We meet to celebrate the two hundred and sixth anniversary of the birth of Benjamin Franklin. Now, it is extremely doubtful, if with all the inventions and discoveries of medical science and surgery, if with all the springs giving waters for health and other purposes in this country that we have around us here, if, even with the cost system in full swing, very many of us will be present at our two hundred and sixth anniversary but Benjamin Franklin is here. He lives and he is among us and you get evidences of his being here in these mottoes that you find on your programme and the homely philosophical, genial, manly mottoes which he has given you for the guidance of your life and to make the world better, and the printer has learned that they are doing him good every day. Ben Franklin is here and he is speaking to us tonight through these mottoes. He is speaking to you tonight through the eminent gentlemen, his disciples and fellows who are to speak to you on various subjects during the evening, and he is here with us in his example, which if followed, to a large degree will tend to make your lives successful.

"The first speaker I am to introduce tonight is a gentlemen with whom you are thoroughly and well acquainted, and who has come to talk to you about the things that you know all about.

"His home is in Indianapolis. His business is that of vice president of the United Typothetae of America, with other positions. His subject is 'The Typothetae' and his name is A. M. Glossbrenner."

Mr. Glossbrenner gave an interesting outline of the history and work of the United Typothetae of America, speaking also of the history and meaning of the name, which was first used as applied to a society of printing in the year 1465 by Emperor Frederick III, of Germany, and giving the cause of forming the United Typothetae of America and its declared objects and a resume of work accomplished and its cost and the present plans. He proposed various methods for securing efficiency and systematic accomplishment.

Among other things he said: "I'll have to offer some-

thing else of interest to your good city. It has not yet been definitely determined where the next convention shall be held, and it has appeared to me that having rounded out with this year, the twenty-fifth, and since the organization had its birth in the city of Chicago in the year 1887, nothing could be more fitting than to have the child come back home to its birthplace to celebrate its silver anniversary. Simply a suggestion which you may take for what it is worth."

Mr. French, introducing the next speaker, Lieutenant-Governor Sherman, after telling a story said: "I got to thinking a little while ago why it was that so many bad men got into politics and why so many good men stayed out, and I think I arrived at the proper reason for that. For, I have noticed in my life that when a man is nominated for a high office and is elected, the newspapers and their echoes, the men that read a great deal and think very little, and take the views of the newspapers at par, are inclined to say that man broke into politics by shameless bribery and corruption, but if the man is defeated they say he is a close-fisted fellow, anyway; he would not finance his own campaign and the people did well to leave him at home.

"There is a happy medium between those two extremes. There is a happy medium in which a man can be, and in which he is not subject to either criticism.

"We are very fortunate tonight in having one of that class of gentlemen with us, who is an honored guest, an eminent man who comes here with clean hands and a pure heart, the next governor of Illinois—I wish I might say governor, and I hope some day I may—the Honorable L. Y. Sherman, who is to speak to us tonight on the subject of our patron saint, Benjamin Franklin."

Governor Sherman complimented the Typothetae and spoke of the high appreciation of the objects and accomplishments of the organization as set forth so ably by the previous speaker. He dwelt briefly on the importance of the art of printing as a means of preserving all history and all knowledge and referred to the broadening enlightening power of the printer in an intelligent pursuit of his calling, and incidentally said a good word for lawyers and legislators.

He passed high encomiums on Benjamin Franklin, his maxims and work. He had always admired Benjamin Franklin for "his homely common sense. There never was a time in Illinois when the homely maxims that Franklin got up and published in his Poor Richard's Almanac were truer and more greatly needed than they are now." He dwelt at some length on present conditions and criticised the too rapid life that makes young men nervous wrecks at twenty and places them on the retired list at forty as being too old for any useful pursuit. He made many apt applications of the Ben Franklin philosophy and was greeted with frequent bursts of laughter and spontaneous, hearty applause.

Mr. Sherman's talk was a resume of Franklin's princi-

Guests and Members at Twenty-Fifth Annual Banquet Chicago Typothetae

ples and good works applied to existing conditions and affairs. At one point he exclaimed: "I think more of Franklin, not because he had some faults, but that, in spite of his faults, he did so much good in the world. He is not great because of his faults but because of the mighty power that he exercised and the mighty good he worked out by the exercise of simple patience. The good that men do lives after them and we forget the evil. Franklin carried his belief in providence into public affairs. When the constitutional convention met, he proposed, and by motion caused to be adopted in their procedure, the opening of each morning's deliberations of the convention, charged with momentous issues involved, by prayer, invoking the help of God upon the men there engaged." * * * "Franklin left behind him innumerable monuments of his wisdom. I cannot enumerate them tonight. I cannot say more than I have for lack of time, but he lived, ripe in years—84 I think had been tolled off in his life before he passed to his final rest. He was an optimist; he never was discouraged but always believed that behind every cloud

there was an overruling providence and that that power of God showed through every mist that enveloped the affairs of men."

These brief excerpts give little idea of the splendid review given of Franklin's attainments, works and philosophy and their value as inspirations and guides in dark hours of individuals of the state and nation.

Toastmaster French, before introducing the next speaker, well and truthfully declared: "You will agree with me, that, of the many addresses that we have heard on Benjamin Franklin, we never before heard a more unique and helpful address."

Mr. J. Horace McFarland of Harrisburg, Pa., was the next speaker who was introduced as a "wise man of the east," a man of varied intellectual qualities, who twenty-two years ago, when visited by Mr. French, had a model printing office in a model building and a fine and accurate cost system.

Mr. McFarland spoke on the subject "The Higher Education of Printers." True to the occasion and his theme, and in harmony with too little understood or remembered facts, he denominated Benjamin Franklin both as a highly, broadly educated man, though self-educated, and as an educator and promoter of learning and founder of one of the greatest educational institutions of today—the University of Pennsylvania. He deprecated the low state of education among printers today, saying: "Not very many are well educated in our chosen art. We are not in advance as was the man whose birthday we celebrate." He dwelt on the fact that printers served all the learned callings, all men with special training in technical schools, men who know their business and have been trained therein, as I am sorry to say we have not. * * * Men in all these different professions and trades have vast sources of information on which they may call for technical information, while there is no store of knowledge for the master printer to refer to today. No educational institution has ever dignified us by starting to get up a text-book containing a store of that kind of knowledge. Even the farmer beats us out. He sends his son to the agricultural college, founded and sustained by the state. His son learns better methods of farming but what do our sons do? They leave us for better business."

He then argued for scientific and technical training and showed how the education in other vocations, including steamboat captains, had advanced, while in printing, if anything, there had been retrogradation. He argued most convincingly in favor of schools and text-books of typography and spoke with terms of approval in highest praise and commendation of the new course on the technic of printing recently established at Harvard University and gave a most instructive review of the manner in which different branches of the art are covered and would be covered.

The speaker closed with this admonition: "Gentlemen, for our own good we must help forward the higher education of printers and doing this we will be following properly in the footsteps of our patron saint whose birthday we celebrate tonight—Benjamin Franklin." The assembled printers manifested their approval in long-continued applause.

The toastmaster then introduced Mr. John U. Higginbotham, who responded to the toast "A Study in Types" and proved immensely entertaining, keeping his audience in a merry mood from the time he started until he finished, with an array of humorous and witty stories. It was a great banquet and the half has not been told—just enough to indicate the educational lines of thought opened up as incentive for consideration, research, investigation and an inspiration for new and intelligent efforts for the improvement of the high calling of printing.

Cost Study by Editors

On the 26th of January the State Republican Editorial Association of Indiana, met at the Claypool Hotel at Indianapolis for their 35th annual meeting, and gave their morning session up to cost study, listening to an address entitled "The Cost System in Newspaper Printing Shops and the Ben Franklin Club of America," by Secretary Henry Allen, of the Ben Franklin Club of America.

The subject proved one of exceptional interest so much so that the members voted to postpone the reading of the other papers until the next session, and devote the whole morning to the discussion of costs in their business.

Secretary Allen, who gave a chart demonstration of the Standard Uniform System, dealt with his subject in an interesting maner. He pointed out that it was a recognized fact that the position of editor and publisher required the exercise of greater talent and earnestness and purpose than almost any other vocation. The editor if he fulfilled his rightful sphere, was the benefactor at large of his community. He was the leader of public opinion and swayed unlimited influence for good. Most publishers also conducted a job printing department in connection with their newspapers and because of their many duties and lack of accurate knowledge of costs they did not charge enough for their work and in addition to letting their plant degentrate did not succeed as well as the ordinary merchant or business man.

Mr. Allen advocated the use of the system in finding costs, recommending that every issue of a newspaper be treated as a job. This would put the publisher in a position of making a success of business and not simply swap dollar for dollar or give a dollar for six bits. He would then pay all his bills, set aside a fund for keeping his plant in good condition without giving a mortgage to the supply house.

On the subject of the Ben Franklin Club of America, Mr. Allen pointed out that the new national body had taken the position that no printer was too small to be worth helping. It had no past to live down and was thoroughly democratic in precept and principle It owed its birth to the real needs of the printer and its success was greater than was ever expected by its founders. He stated that all parts of the country were endorsing it and every day brought new and active members enlisting in the ranks.

At the conclusion of his address, Mr. Allen answered many questions which were addressed to him, and before the session terminated a vote of thanks was passed by the editors, many of whom joined the organization.

Owing to the steadily increasing business in St. Louis of the Jaenecke Printing Ink Company, the necessity for more adequate facilities and larger quarters became so imperative that a move has been made to Seventh and Elm streets, where better equipped facilities have been secured, enabling them, in every way, to cater to every requirement of the rapidly expanding trade.

Mexico, Mo.

B. B. Herbert, National Printer-Journalist, Chicago, Ill.

Dear Sir: Enclosed find draft for $2, subscription to your splendid paper, which should be taken by every printing establishment in the United States.

With kindest personal regards and wishing you many more years of usefulness, I am,

As ever your friend,

R. M. WHITE & SON.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Department to National Printer-Journalist, Chicago.

THE following advertisement of the great firm of R. Hoe & Co., which has been appearing in the trade papers, may be considered as almost a classic in publicity of the printing trade. I do not know who the author of the words is, but the statement breathes a spirit of strength and power that must affect the mind of every reader.

Such a virile eulogy of the printing press, it seems to me, can be used with telling effect in the advertising of printers—those men who are so closely allied with the printing press described.

The general public does not read the trade papers, and "I Am the Printing Press" will appeal to them the same way that it must appeal to every printer who read it. I do not see any good reason why a great many printers in various parts of the country should not adopt and make use of this literary bit, giving due credit to the Hoe company for being responsible for it.

The advertisement follows just as it has been printed in various papers of the trade.

I Am the Printing Press

I am the printing press, born of the mother earth. My heart is of steel, my limbs are of iron and my fingers are of brass.

I sing the songs of the world, the oratories of history, the symphonies of all time.

I am the voice of today, the herald of tomorrow. I weave into the warp of the past the woof of the future. I tell the stories of peace and war alike.

I make the human heart beat with passion or tenderness. I stir the pulse of nations, and make brave men do braver deeds, and soldiers die.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze with fearlessness into the vast beyond, seeking the consolation of a hope eternal.

When I speak a myriad people listen to my voice. The Anglo-Saxon, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge and power. I epitomize the conquests of mind over matter.

I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches; at sunrise, at high noon, and in the waning evening.

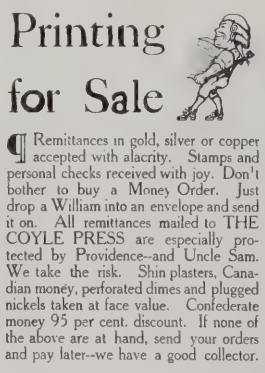
I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

I am the printing press.

The Coyle Press at Frankfort, Ky., continues to put out come good advertising matter in the publication called Coyle's Magazine and some of the pages in the last issue are so good that I feel they will be appreciated and beneficial to other printers who do not receive the diminutive but progressive publication.

On the last page is an odd advertisement entitled "Printing for Sale," which we reproduce. It is so out of the ordinary that it will certainly attract attention.

The following general dissertation on the comparative value of printing is also good logic to distribute among your present and prospective customers. Good consistent statements of this kind are always better than a large space filled with a few words which carry no argument and amount to little more than the statement that a certain man or firm is engaged in the printing business at a


Printing
for Sale
¶ Remittances in gold, silver or copper accepted with alacrity. Stamps and personal checks received with joy. Don't bother to buy a Money Order. Just drop a William into an envelope and send it on. All remittances mailed to THE COYLE PRESS are especially protected by Providence--and Uncle Sam. We take the risk. Shin plasters, Canadian money, perforated dimes and plugged nickels taken at face value. Confederate money 95 per cent. discount. If none of the above are at hand, send your orders and pay later--we have a good collector.

certain address with a certain telephone number. All this information could be gained from the city directory.

Read this ad and decide for yourself if sound arguments like this are not much preferable.

Dividend-Paying Printing

Is not a hard thing to obtain, if you will only go at it in the right manner, but you should not expect to get a first-class piece of printing by going from shop to shop and accepting the lowest bid, regardless of the class of work you will get in the end. Nine times out of ten you will get something that misrepresents your house and drives business away, instead of otaining a class of work that will show you up in your true light and bring trade to your house. Would you purchase goods from a drummer in overalls? We don't believe you would. What right, then, have you to expect the buying public to patronize your firm when you issue shoddy printing matter? As you well know, you are "judged by the company you keep" and as your advertising literature is your silent salesman, you are judged accordingly. It is not at all necessary to have a long-winded story, but it is very essential that you have your matter so attractive that the receiver is compelled to take a second look at it before casting it in the waste basket. Your story should be told in as few words as possible, but the most important part is to have the matter attractive, and something that's out of the ordinary.

You have read what competent judges have to say about our work, and we would like to "show you" that we "deliver the goods" when it comes to good printing. We will gladly furnish you estimates on anything in the printing line you may want, from a one-inch label to a newspaper, and we will deliver your job the exact day we promise you.

Another of those odd cuts sold by one of the type foundries is made use of by the Adamson Printing Co. at Belleville, Wis., on a small blotter reproduced. E. R. Adamson, manager of this company, is probably responsible for this piece of publicity, which is neat and attractive and will live as long as any blotter can live.

Printers' ads to be read must follow the same rules

that apply to other kinds of advertising. It even seems that their ads must be even more attractive and convincing than those of some other lines of business if they are to prove profitable. The trouble with the advertising of most printers is that they do not give it the time and attention which it deserves. I have recently been rather intimately connected with the advertising of a large mail-order house; one of the kind that never sees its customers and does all its business through correspondence. If you

JOT IT DOWN
That we do the very best Commercial Printing and at reasonable prices. Give us your next order and let us Prove our assertion.
Bear in mind, we want your business, and we propose making ourselves deserving. Are you with us?
Thank You
Adamson Printing Co.
Producers of High Grade Commercial Printing
Belleville Wisconsin

could see, as I do, the painstaking care used in writing copy and selecting illustrations, both for the newspaper and magazine advertising and in the booklets, circulars and letters used in following up the inquiries received, you would have a higher idea of the importance of all advertising. And if you knew of the large volume of business which results from this scientific method of dealing with unseen buyers you would be stimulated to renewed and better efforts in your own advertising and would reap correspondingly larger returns.

I write a great many ads for the printing business and I always try to have some definite point to bring out in each ad—some subject which I believe can be made interesting to the people to whom it is directed.

Along this line the following copy illustrates the point, one aiming to impress the reader with the possibilities and even advantages of ordering by mail from places remote from the plant and the other dealing with the subject of bids on printing. The copy of the latter has been used before, but applies equally well to the trade in all parts of the country.

Long-Distance Orders

With the assistance of the United States mails, night letters and the long-distance telephone, patrons of the W. H. Kistler Stationery Co. are able to purchase their supplies from a distance almost as easily as though they placed their orders in person in our office.

Besides our established trade in Colorado and about seven surrounding states, we have recently filled orders to be shipped to Dawson, Alaska; London, England; Honolulu, Hawaii; Sonora and Agua Calientes, Mexico, and various points in California, Texas and Canada.

The Kistler Kind of goods, prices and service make it not only possible but practical and satisfactory for us to serve these long-distance customers.

So do not think that because this Christmas Komments comes to you a few hundred miles from Denver you are too far away to place your orders with Kistler. Time and space are almost annihilated by modern methods of correspondence and shipping and we take particular care in filling orders that come a long distance.

The W. H. Kistler Stationery Co., Denver.

The Man Who Bids Too Low

There is as much difference in printing as there is in coal. If a man should come along and offer to sell you best Pennsylvania anthracite for half price you would not believe him, but if a man offers to do a job of printing for half of what a reputable firm bids you are usually willing to take a chance. Is it because you hope he does not know his business and will lose money? Printing may be an art, but it is also an exact science in this establishment.

Our prices are based on a certain low margin of profit and represent the absolute cost to us of the work plus this reasonable profit. This is the modern, fair way of buying and selling printing, and insures the proper price on every job.

The W. H. Kistler Stationery Co., Denver.

I am an enthusiastic advocate of absolute cost-finding systems in the printing business. A printer can not hope to make money unless he knows what his costs really are, and after he has installed an accurate cost-finding system, like the Standard Uniform Cost-Finding System of the United Typothetae of America, he is in a position to do business on a business basis with business men. This being the case, why should he not advertise that fact to the public. It might not be policy to announce the installing of a new system of costs as soon as the system is in good working order, but in personal solicitation the fact can be used to good advantage, and the testimony of many printers who have been able to make new records of production and profits as a result of knowing their costs is to the effect that higher and better prices can be secured on work by acquainting the customer with enough of the system to show him that you know what your costs are and that the price you are quoting is based on the cost of production in your plant instead of being arbitrarily high. The business man in other lines does not have a particularly high opinion of printers as business successes and the trade can hardly blame them for this opinion in the light of the cutthroat practices and lack of knowledge of their own business which printers generally have displayed in the past. So if you have a cost-finding system in operation in your plant let the fact be known and you will find it much easier to deal with the hard-to-please customer and the kicker who always says that your price is too high.

Some of the local printers' organizations throughout the country are doing some good work in raising the level of the trade and educating the public to buy printing in the home town instead of sending it to some larger city or to some distant part of the country because there is a real or fancied saving in the price. Every community ought to build up its own institutions and industries or they will probably either stand still or retrograde instead of progress.

Along this line the Denver branch of the Typothetae has recently compiled a few statistics of the trade in that city. Under the heading "What the Denver Printing Business Means to This Community, and How It Employs Labor—a Summary of the Investment, Number of Employes, Weekly and Annual Pay Roll and Amount of Annual Production," some very interesting figures are given, showing a surprisingly large amount of capital invested, production and pay roll, which can not but impress the reader.

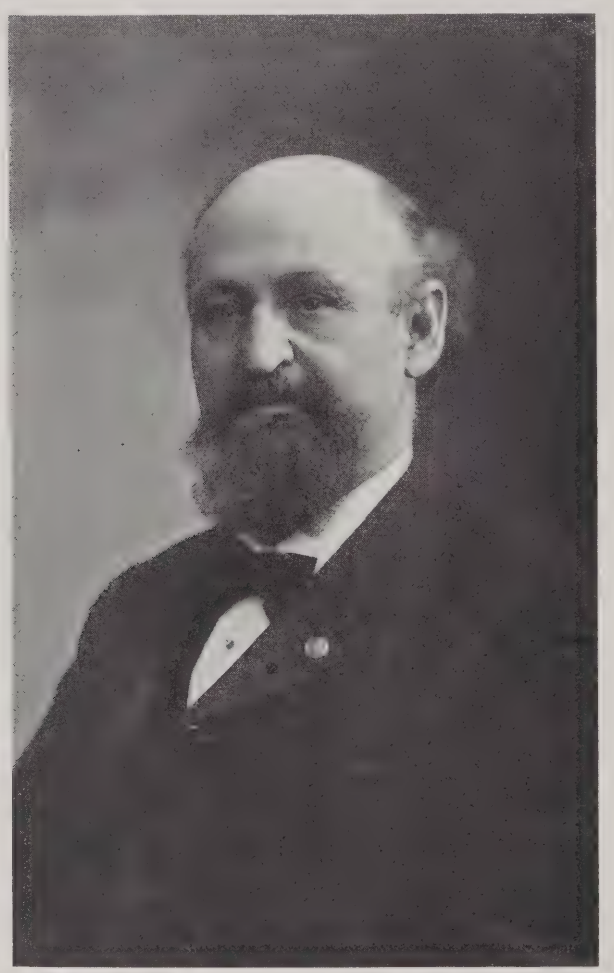
The statement has been published in the Denver papers and it is suggested that the facts might be still further impressed upon the business public that buys printing by presenting the same information upon a convenient slip and inclosing it with every quotation on printing sent out.

The idea is a good one and could be well followed by printers in other sections of the country.

Harrison T. Chandler, Noted Press Builder, Deceased

THE news of the sudden death of Harrison T. Chandler, of Chandler & Price Company, Cleveland, Ohio, will be received with sorrow throughout the entire world of printing. Mr. Chandler died at his home on Euclid avenue, Cleveland, on Monday, January 1. He was known throughout America and in nearly all civilized countries as the head of the company that manufacture the Chandler & Price printing presses, and was highly esteemed as a worthy and honorable manufacturer whose integrity was well indicated by the manufactures. The tragic death, some years ago, at the hands of a burglar, of Mr. Price, his partner, will be recalled. Mr. Price's death resulted in the incorporation of the company in 1885.

Mr. Chandler endeared himself to all with whom he came in contact in a business or social way by his kindliness, his simple open-heartedness and thoughtfulness. We prized him as a true friend, ever accessible, affable and ready to give consideration and, as far as practical, to grant a favor. His consideration for others, as one writes of him, "led him to lean over to the side of the other fellow without regard to where his self interests might lead." Another, writing of his strict honesty says: "Thirty-one years' acquaintance and not an intention that could be aught but honest and straight, as God meant all men to be."



Harrison T. Chandler

Mr. Wilson of Philadelphia writes, "That after all the many things that could be said of him as an upright man and a good citizen, his greatest and most valued testimonial would be the absolute and implicit faith, after years of experience, the printers of this and other countries, without exception, placed in his integrity, in his representations and in the reliability of his manufactures."

One of the strongest and most gratifying evidences of the value placed upon his integrity and of the good results in business of such principles as he put in practice is the fact, that though he and his associate in business entered the field of the manufacture of printing machinery, the latest among the makers of job presses, yet, at the time that Mr. Chandler died, the records showed that there had been sold 42,652 Chandler & Price Gordon presses, and 5,505 paper cutters. These had been bought and sold without furnishing the trade a single defective machine, every machine having been thoroughly tested in the factory upon completion. He was particular in the advertisements sent out that nothing should be contained therein that would mislead or give any idea as to superiority over former products unless such superiority really existed in the product.

Mr. Chandler was born in Chandlerville, Ill., December 7, 1840. He was a Grand Army man and a member of the Loyal Legion, having served in the war of the rebellion from 1862 to 1865.

Soon after the close of the war he became interested in banking, and was the head of a bank in Chandlerville, Ill., for ten years. He came to Cleveland in 1881. He bought an interest in the Cleveland Type foundry and served as one of its officers for three years, when he formed a partnership under the name of Chandler & Price for manufacturing printing machinery.

The company was incorporated in 1895 and Mr. Chandler served as president of the corporation up to the time of his death.

Mr. Chandler was a thirty-second degree Mason, a member of the Chamber of Commerce, the Athletic club, the Union club, and interested in various industries in Cleveland.

He leaves a wife and two daughters, Mrs. S. W. Tucker and Mrs. R. J. Frackelton.

THE NATIONAL MAGAZINE FOR JANUARY

One of the best magazines of the month and without a doubt the finest issue of the "National" ever published. The thirty-two pages of the "Affairs at Washington" department are unusually bright and timely and the chatty paragraphs include a word about all current events of importance and people in the public eye.

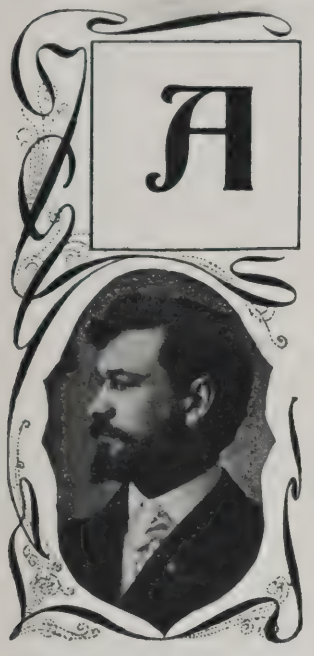
Aside from this exclusive feature, the "National" contains the opening chapters of a stirring serial, "The Minor Chord," short stories by Will Gage Carey, Gertrude Robinson, Marvin Ferree, Jack Francis Cremer, Minnie Barbour Adams and Oscar Frichet, together with a number of special articles all generously illustrated, including "Musical Shrines in Europe," "The Nobility of the Trades," "Fort Stevens and the Lincoln Memorial," "Typical Americans," "When the Reichstag Bell Rings," "Celebrated Government Claims."

The "National" for January is certainly a most satisfying number.

A. W. McCloy & Co., one of Pittsburg's largest printing and stationery concerns, will devote their entire energies to this feature of their business and will drop their line of office and bank furniture within a short time. They report that the volume of trade last month held its own with that of the same period last year. They are well pleased with the outlook for 1912 and declare there are many things which point to an increase in general business within a few months.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.



A BROTHER publisher recently suggested a very fine thought to me: He said that among country newspaper men of the same field or county there is too much of contempt and hatred, whereas there should be mutual protection and co-operation. We newspaper men look upon one another too much as enemies and cutthroats, whereas we should be friendly and fraternal. Almost any country newspaper man is ready to virtually kill off his contemporary if the opportunity offers. Talk about friendship—fraternity—there's more brotherly love among jackrabbits or jackasses than between hundreds of country newspaper makers I might name. This ought not to be; it ought to be stopped; it is obsolete. Petty antagonism and jealousy ought to be thrown aside, uprooted and banished, while the members of so grand a calling get together in helpful organization and affection. Our troubles are great and numerous enough, God knows, without doing anything of ourselves to increase them!

Fairfax, Minn., Nov. 17, 1911.

Mr. O. Byron Copper, De Soto, Wis.

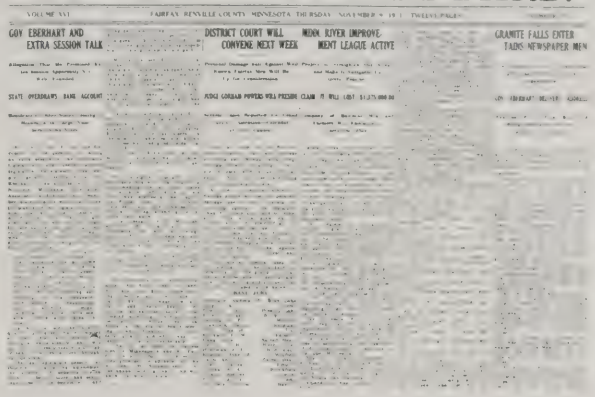
Dear Sir: Under separate cover I am sending you an issue of the Fairfax, Minn., Standard of September 21, and also one of November 9, and surely would be pleased to have you look over both of them and criticise as you see fit in your department of the National Printer-Journalist.

This is the first time I have taken the liberty of sending any samples of our work into the hands of the critics of the National Printer-Journalist, and I trust that you will in the near future give us a line on our faults. Especially would it please us to have you publish the page ad on fourth page of the November 9 issue, but any reproduction will be looked for with interest, and please accept thanks in advance for same. The Standard force is always willing to be shown and any criticism will be thankfully received by us.

Yours respectfully,
FAIRFAX STANDARD PRINTING COMPANY.
Phil Ploof, Secretary.

It is certainly a delight to receive such an excellent sheet for examination as this Fairfax Standard. Both issues with which I have been favored show much merit. Just how attractively the paper is made up will be demonstrated by the portion of the

THE FAIRFAX STANDARD.



GOV EBERHART AND EXTRA SESSION TALK

DISTRICT COURT WILL CONVENE NEXT WEEK

MINN RIVER IMPROVEMENT LEAGUE ACTIVE

GRANITE FALLS ENTERTAINS NEWSPAPER MEN

No. 1

front page shown herewith as exhibit No. 1, and the handsome full page advertisement referred to in the

Big Sale Starts Friday Nov. 10

GREAT MID-SEASON SALE At the Big Store

We Can Safely Say that within the last month we have almost received a carload of Fall Merchandise. We feed with the mild season that it is not moving as it should. You will need it this coming winter and now is the time to get your supply. You will find our store loaded with bargains. Space will not permit us to quote all we have in store for you. Don't miss it. Sale starts Friday and ends Saturday November 25th.

Big Sale Ends Saturday Nov. 25

Overcoats

Free Moving Picture Show

Get Your Tickets at the Big Store Free. Remember the Dates. Tickets Will Be Given Out November 10th, 13th and 14th. With a $1.00 Purchase at Our Store You Get One 10c Ticket. $1.50 Purchase You Get One 15c Ticket. 10c Tickets Admit Children. 15c Tickets for Adults. Good Only Friday Evening, November 17th, 1911

Winter Cloaks

Extra Daily Specials

We wish to call your attention to these daily specials. We cannot break our rule and must abide by our advertisements.

Fur Coats

Sheeplined Coats

Men's Wool Underwear

Boy's Clothing at a Big Reduction.

Friday, November 10th

Wednesday, Nov. 15th

Saturday, November 11th

Thursday, Nov. 16, 1911

Monday, November 13th

Friday, November 17th

Tuesday, November 14th

Saturday, November 18

Furs

Furs

Ladies' and Children's Coats at a Big Reduction.

Silks

Dress Goods

Flannels

Underwear

Bear Cloth

Warm Shoes

:: PURE FOOD GROCERY BARGAINS ::

at the Great Mid-Season Sale at the Big Store

Produce or Cash at this Big Mid-Season Sale

: Men's Heavy Clothing :

This lot will contain Fall and Winter Suits. Price only $8.88 Per Suit While They Last

No Goods On Approval During this Great Sale

Fairfax Mercantile Company

No. 2

foregoing letter may also be seen in exhibit No. 2. This latter specimen is a very attractive and pleas-

ing piece of work. The use of the one-point rule throughout is highly commendable and the style of lay-out is satisfactory. There is possibly but one serious fault to find in this ad and that is the slight

No. 3

degree of overdoing evident in a little too much rule work, the use of colons for ornaments, etc. The pure white space is always better than such substi-

New Flashing SILKS 25c a yd.
The Store of Quality
THAT HAS THE VARIETY
Handkerchiefs 10c kind Ladies' 5cts. each
Ladies' Union Suits
Ladies' Fleece Lined Union Suits Special..... 50c
Table Linen
Towling
Blankets
Neck Wear
Men's 25c silk ties on sale at only... 12½c
Grapes
Tuesday September 26th, we will place 200 baskets of fancy Concord Grapes on sale at per basket
15c
With other merchandise bought of us that day
Corn flakes, 4 packages for 25c
Crackers, 10 pound box - 65c
Gloss Starch, 3 packages for 10c
Dress Ginghams
—New Line—
Regular 10c and 12 1-2c values on sale at only - 7 1-2c
Outing Flannels
Dark patterns the 10c kind on sale at only per yard - 7 1-2c
Calicos
—New Line
Including dress prints, quilting and shirtings on sale at per yard 5c
Dress Goods
10 pieces of dress suitings, values up to 35c, on sale at per yard 18c
Post Cards
2000 new views, six cards for 5c
Kettles, large size enamel ware 10c
Misses' Union Suits
Misses' Soft Fleece Union Suits at only.... 65c
Dress Goods
New fall patterns in 36 inch all wool batiste at 50c a yard
Draperies
36 inch cream and tan skrim, with fancy border 18c a yard
Hosiery Bargains
Children's hose all sizes Lisle values at only 10c a pair
Ladies' black lisle hose double heel and toe 15c values on sale at only 10c a pair
Hair Nets
Invisible Net, elastic edge, all shades 5c
Gumpolen's
FAIRFAX MINN.
Bath Towels
Large Turkish Towels at only 10c each

No. 4

tutes. But I find a couple of advertisement specimens in the other issue of this same sheet which I like really better than this later example, which I am pleased to have reproduced herewith as exhibits 3 and 4. There's very little in either of these ads with which to find fault. I am happy to say in closing that the Standard's excellence is not confined alone to the composition of its advertisements. The news service is excellent, editing clever, presswork fine and makeup first class, especially in view of the fact that no display is permitted on the first page.

Enterprise, Ore., Nov. 16, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir: Under separate cover I am sending you a copy of the last issue of this paper, and would like to have you criticise it typographically, etc.

Respectfully,

G. E. ODLE, Foreman.

It isn't just because I want to be agreeable that I am impelled to declare this Enterprise Record Chieftain a very fine newspaper, for, from absolutely every point of view it is such. Because this is true, I cannot forego showing the creditable front page—creditable both in contents, typography and mechanical makeup (exhibit No. 5). I ask my reader to note the careful balance achieved in the distribution

Enterprise Record Chieftain
PERFIDY OF WOOL TRUST LAID BARE
CASES DOCKETED FOR NOVEMBER TERM WALLOWA CIRCUIT COURT
BEAUTIFUL VALLEY AMAZES TRAVELER
Annual Institute Thanksgiving Week
Preliminary Steps For Sewer System
Highest Standards At Oregon Normal
Progress Popular Government Rapid
Wants

No. 5

of the darker head masses and also the neat manner in which each head has been written and set to make lines of just the desired length. The dress is linotyped. All eight pages are home made throughout. An abundance of news is given, together with a dandy editorial department. Editorial work is right up to date, full of sprightliness and creative interest. In the main I like the mechanical makeup, too,

although that might be improved by following the plan which I have so often outlined in these columns. The advertisement work is neat and plain and pretty, and therefore without serious fault. Presswork first rate. And not least among the likeable features of this sheet is its conspicuous loyalty to its town and that town's welfare.

St. George, Utah, Nov. 18, 1911.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: I desire to thank you for criticism of this paper in November number of National Printer-Journalist. I am sending under separate cover the three last issues of the News in order that you may judge of the regular run of the paper. Shall be glad to have your criticism of same if worthy.

Yours fraternally,
JOHN R. WALLIS.

I have carefully looked over this bundle of papers and finish with the conviction that Brother Wallis is creating a live and praiseworthy publication. From the point of contents it would be hard to suggest an improvement. The news service is thorough and the editor seems to be admirably alive to everything that may have a bearing on the growth and prosperity of St. George, Utah, and her good people. There is but one feature on which I shall dwell at this writing as needing reformation, and that is the matter of headings. Too bold a face is employed generally, and especially for the single line headings. The twelve-point cheltenham bold condensed would be amply large, and I believe I should prefer ten point; but the eighteen point is altogether too big and black. It does very well for the double-deck heads, however.

Kent, Wash., Nov. 29, 1911.

Mr. O. B. Copper, De Soto, Wis.

Dear Sir: Having been a reader of your Printer-Journalist for many years, and enjoyed your criticism, I finally decided to send you a bunch of my papers for your criticism. You will note I am sending you different dates, and just such papers as we are printing right along. You will note two specials among them. I am rather proud of our paper. We are sixteen miles from Seattle and of course suffer somewhat from proximity of the big city.

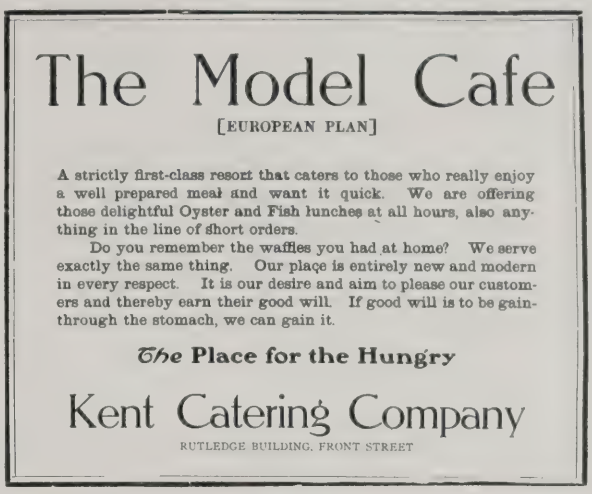
Personally I desire to say that I am a Wisconsin boy myself, having been born and reared on a farm at Seneca, only a few miles from De Soto, and, by the way, I believe my stepmother is a relative of yours. She is a niece of Ralph Copper, who I believe is your uncle. I have been in the newspaper work for fifteen years. I left Wisconsin for Washington before I reached my majority.

We have residents in this city who were formerly residents of your city.

Hoping you are well and doing well, I remain,

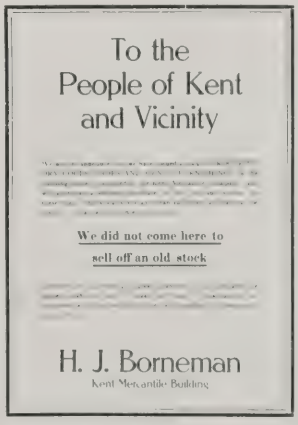
Yours very truly,
WHITE RIVER JOURNAL.
By J. D. Dean, Editor.

In opening this review, it becomes me to assure my reader that I shall not permit relationship to spoil a good story. Brother Dean's paper is worthy of considerable praise, and, even in the face of the danger of being accused of favoring a relative, I am going to give the sheet its due. Regularly the White River Journal consists of an all-home print six-column quarto, and is printed on an excellent grade of white stock. This excellent quality of paper, of course, naturally enables the pressman to do some first-class work, and, as typography is generally high grade, the result as a whole is highly gratifying. Nor is the Journal worthy of praise only in point of mechanical features. The editorial work, as evinced through the editorial department proper and in the news stories, long and short, is something more than


The Model Cafe
[EUROPEAN PLAN]
A strictly first-class resort that caters to those who really enjoy a well prepared meal and want it quick. We are offering those delightful Oyster and Fish lunches at all hours, also anything in the line of short orders.
Do you remember the waffles you had at home? We serve exactly the same thing. Our place is entirely new and modern in every respect. It is our desire and aim to please our customers and thereby earn their good will. If good will is to be gain- through the stomach, we can gain it.
The Place for the Hungry
Kent Catering Company
RUTLEDGE BUILDING, FRONT STREET

No. 6

the ordinary in style and strength. The two special editions—a special flower show number and an industrial issue—demonstrate that the paper's publisher is very much alive and up to date, and that he's backed by a bunch of business men of exactly the same type. These specials are nicely gotten up, exceptionally well printed and replete with the right sort of "dope." Illustrations are profuse and appro-



No. 7

priate. Of course, I needn't add that the fact of the clean front page makes a hit with me, and, while makeup of the balance of the sheet does not accord entirely with the recommendations of this department, yet in the main it is fairly well done. Two ads (exhibits 6 and 7) are being shown herewith. There may have been fancier ad specimens in this sheet than these two—specimens on which the compositor took more pains, and which he liked better himself when the work was all done, but there was none that appealed so strongly to me when I began to look for something to reproduce. This is so be-

cause these two specimens represent the plain, simple style of advertisement composition which I most wish to inculcate. They are attractive without being grotesque, easily read, strong and pleasing. The underscores in exhibit 7, however, are a mistake.

Gering, Neb., Oct. 19, 1911.

O. Byron Copper, De Soto, Wis.

Brother Copper: Am reminded by the receipt of last National Printer-Journalist that I ought to keep you in sight of this sheet occasionally, and am therefore sending you under separate cover a bunch of recent issues. It will be evident that they represent the run of the business by going in a bunch. I change style with impunity—having a regular oversight of make-up and ad work, although long since too busy to do any real mechanical work, but think I do have the knack of securing my results from good workmen. Have a very good ad man now, I think. It is entirely unnecessary for you to devote space to me unless you find something special to criticise or commend, in which case go your length. Just want you to keep me in your memory, you know. By the way, the railroad is finally building into my town, after I've waited and prayed for it twenty-five years. Another thing—one of the boys sold out last week at a nearby city who had been at it a while, leaving me the only publisher in the half of the state west of Kearney who has been constantly in the harness at same place over twenty years, and my own record will be twenty-five years next April. Actually, I don't feel a bit like retiring yet, either. Probably could live awhile without work but couldn't enjoy life without it.

Sincerely yours,

A. B. WOOD.

It gives me joy and pleasure that dear old Brother Wood continues to keep in touch with this department. This is a matter of fact because the Gering Courier, Brother Wood's paper, never fails to prove a source of inspiration to me, and in lieu of a better criterion to guide me, conclude that in a measure, at least, it must work similarly with those who are so kind as to read these paragraphs. Before strictly taking up the subject of the paper

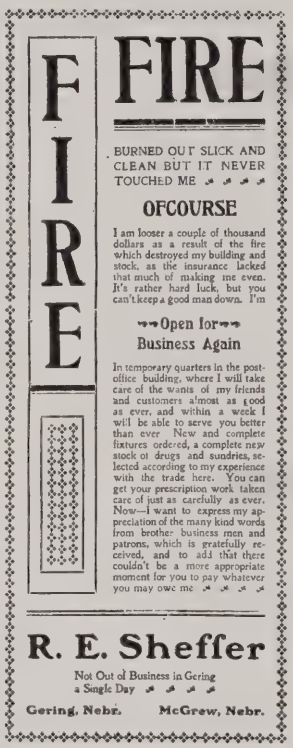
Old Soldiers and Settlers Reunion
FOUR DAYS OF CAMPFIRES AND REMINISCENCES
Aug. 29, 30, 31 and Sept. 1st
Scottsbluff, Nebr.
Four Days of Fun and Frolic. A Carnival of Enjoyment, Music and Big Crowds
Two big Days of Races and Baseball Games
Soldiers from Fort Robinson
Scottsbluff Band
Come to the big Barbecue

No. 8

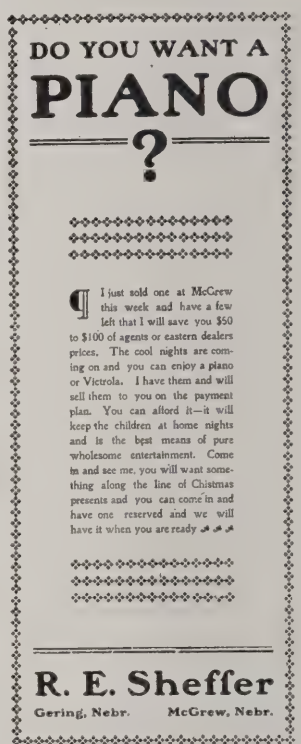
WOLT'S
HARDWARE and FURNITURE
SPECIAL
Special for Saturday Only
For the Month of October, we will Give
ABSOLUTELY FREE
39c
A Full Set of Steel Knives and Forks at half price
A full Set of KITCHEN WARE with every Malleable or Majestic Range
SATURDAY ONLY
Fred D. Wolt
Gering, Nebr. McGrew, Nebr.

No. 9

itself, it should be added that I am pleased, too, to learn that the good brother's quarter of a century of hoping and praying for a railroad for his town has at last been rewarded with the real thing. I doubt not that twenty-five years ago when this daring editor dared to breathe his utopian hope through the columns of his newspaper there were plenty of people who laughed at the absurdity of the idea, just as there are always men ready to scoff at the hopeful and progressive; but happily again has history repeated itself and the dreamer lived to see ushered into actualization the reality of his dream. The Gering Courier is a six-column quarto, linotyped and printed exclusively in the home shop. It is filled with an array of contents seldom surpassed in country newspapers, both in point of quantity and quality. A delightfully clean and attractive front


FIRE
FIRE
BURNED OUT SLICK AND CLEAN BUT IT NEVER TOUCHED ME
OFCOURSE
I am looser a couple of thousand dollars as a result of the fire which destroyed my building and stock, as the insurance lacked that much of making me even. It's rather hard luck, but you can't keep a good man down. I'm
Open for Business Again
In temporary quarters in the post-office building, where I will take care of the wants of my friends and customers almost as good as ever, and within a week I will be able to serve you better than ever. New and complete fixtures ordered, a complete new stock of drugs and sundries, selected according to my experience with the trade here. You can get your prescription work taken care of just as carefully as ever. Now—I want to express my appreciation of the many kind words from brother business men and patrons, which is gratefully received, and to add that there couldn't be a more appropriate moment for you to pay whatever you may owe me
R. E. Sheffer
Not Out of Business in Gering a Single Day
Gering, Nebr. McGrew, Nebr.

No. 10

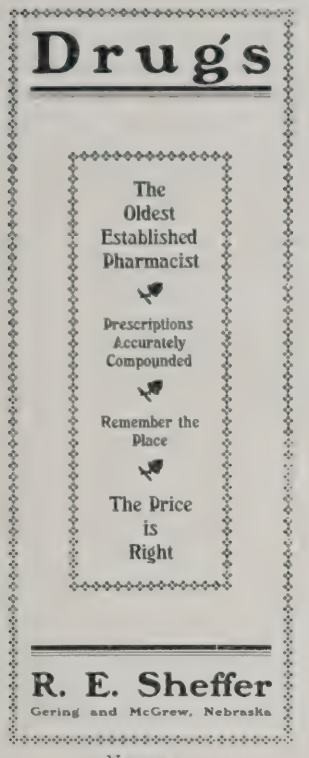

DO YOU WANT A PIANO ?
I just sold one at McGrew this week and have a few left that I will save you $50 to $100 of agents or eastern dealers prices. The cool nights are coming on and you can enjoy a piano or Victrola. I have them and will sell them to you on the payment plan. You can afford it—it will keep the children at home nights and is the best means of pure wholesome entertainment. Come in and see me, you will want something along the line of Chistmas presents and you can come in and have one reserved and we will have it when you are ready
R. E. Sheffer
Gering, Nebr. McGrew, Nebr.

No. 11

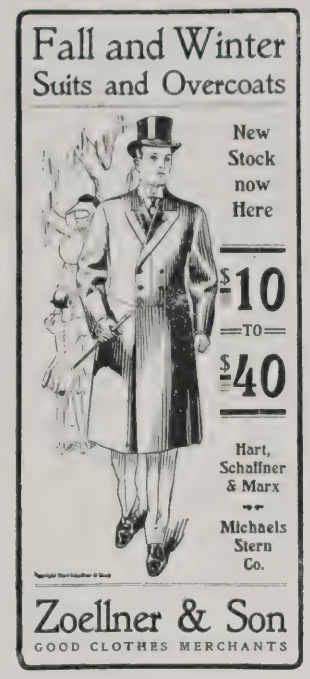
page is maintained and the editorial work is no less delightful. It is not always that I can take a country newspaper that hails from another widely separate section of the United States and sit down and enjoy a perusal of its pages, including the editorials, but I have no hesitation in confessing that this is always the case when I find the Gering Courier in the bundle of papers on my review desk. Editor Wood is a genius with the typewriter. He goes into a subject with enthusiasm and so overcharges every paragraph with it that the reader never fails to imbibe some of its electrifying influence as he reads. He is skilled in story-telling and paragraphing, producing epigrams out of the everyday occurrences in his home town, or plucking them out of the vast reservoir of thought that we call inspiration. Sometimes, it seems, he even grows poetical, and dashes off some such prose-poem as this:

There's nothing new, my brain is punk; to make a joke I've thunk and thunk. There's lots of things that one might say, but put in print they'd never pay. You know that this is true yourself, and that a printer works for pelf. It's well enough to think of fame and glory, but it's awful tame when I have done my level best to josh and joke and all the rest, to have somebody fail to see the point as it occurred to me, and come into the paper shop and say to me, "Old man, I'll mop you and your bloomin' printer shop into a shapeless omelette, and you can stop

your rotten rag." I'll never let my patience lag, but hustle right along through life to give the babies and the wife the things they have a right to ask. And while it is a sorry task, to keep from saying



No. 12



No. 13

something rash that's sure to stop some of the cash, that's why so many jokes, you see, will not be printed by A. B.

And here are a few of the best of his epigrammatic effusions:

Now is the Time to Think of Your
Fall Suits
Our stock of Fall Goods is arriving. Suits and Overcoats of the very latest novelties and fashions. Men who want tailoring to fit and of the latest fashion will do well to take a look at our line. We will fit you out to your particular liking
B. & B. Clothing Co.
SCOTTSBLUFF - - NEBRASKA

No. 14

It's a Good Time Right Now
New Hats
New Shoes
New Shirts
New aps
New Neck-wear
New Suits
New Trou-sers
TO look at the new FALL STYLES and get an idea as to what are going to be the style leaders and begin to make up your mind in regard to the new Togs you will want to buy soon. You will find us at all times glad to show the new goods. New and distinctive styles in everything a man or boy wears are now being shown.
B. & B. Clothing Co.
The Store that Satisfies
SCOTTSBLUFF - - NEBRASKA

No. 15

Go it while you are young—when you're older you won't care to.

Another proof that the world is growing better. Everybody votes the republican ticket.

The man who orders all the stuff he can from Gumy Wad & Co. is a fine one to be knocking on his own town, isn't he? He does his best to put it on the blink.

Colonel Meriam dubs me a "plute," because my name is on the tax list. Gee, if he knew the worry I'm having to keep the old mare trotting along, he wouldn't say it.

I sent out some letters to some people that owe me which may curl their hair, but it can't be helped. I don't get hot when I get the same kind—I scramble around and do my best to come through.

Some girls will be permitted to chase to the depot every time a train comes in. I can guess who some of them will be, and I know who some of them won't be.

A young people's society presented a preacher at Scottsbluff with a suit case. That is not another way of saying, "Here's your hat, what's your hurry?" Of course not. Perish the thought.

As intimated, the mechanical makeup of the

No. 16

No. 17

Courier is highly creditable and presswork is not a notch behind. Another commendable feature is the proper classification of the paid locals under a department heading of "People's Exchange Column." I cannot forego criticising the border which is used exclusively around the "boxed" heads, however. This is made on the machine of lower case o's of the Gothic head-letter, and with the great spacing between characters, gives to me a very undesirable

No. 18

effect. One of the regular machine borders would be far more agreeable and artistic. If Brother Wood had not told me, I should have had no difficulty in otherwise learning that he now has a high-class ad man in his employ, for this is quite evident in the

fine quality of ad work present in these pages. That this ad man has an extremely artistic taste will be easily proved by the reproduction of the several advertisements which I have selected from the Courier (exhibits 8, 9, 10, 11, 12, 13, 14, 15, 16, 17 and 18). He is versatile and capable and apparently performs his work with no less impelling enthusiasm than that with which his employer performs his. This compositor has but one fault, which is a failure to apply a proper degree of elimination at times, although this defect is scarcely in evidence in any of the eleven specimens shown herewith, for I have been careful not to select any of his ads in which this defect was present; but he demonstrates beyond cavil his ability to produce really beautiful creations without seriously complicating the design nor detracting from the advertisement's worth commercially, which is one of the rarest knacks among compositors. Those specimens which best illustrate this talent are exhibits 10, 14 and 15. While his fine appreciation of the dignity of simplicity is conspicuous in every one of these examples shown here, it is most clearly apparent in exhibits 11 and 12. His understanding of the art of massing and spacing is extraordinary, the detail of his composition being almost perfect.

Greater Efficiency Promised

The January Monthly Meeting of the Ben Franklin Club of Chicago was attended by some seventy-five printers and interest was manifested throughout the proceedings. Mr. Hartman opened the meeting by claiming for the Ben Franklin Club of Chicago the credit of inaugurating the great Cost-Finding Movement which was sweeping over the country. The Ben Franklin Club of Chicago had only been in existence some six years; it could not talk of its old age, but it could boast of the great forward strides it had made, and of the help it had been to the great body of printers. He expressed the pleasure it gave him to turn over the reins of the president's office to Mr. John J. Miller, who, he was sure, would lead them forward into greater success than ever.

Mr Miller said he was confident that with such a strong directorate behind him, and such a powerful vice-president, they could not help but make progress. The directors must expect that from this on they would have to get up and hustle from the start to the finish. He laid great stress upon the need of efficiency in the plants of the members. He thought that in most of the offices the Cost System had done effectual work and it was now up to all of them to give their customers a fair square deal by making their plants as efficient as possible.

Mr. J. W. Hastie, vice-president, urged the members to get busy and enlist the interest of outsiders in the work of the club. There was a great work to be done and he was sure that by united action on the part of the printers much more could be accomplished.

Mr. Kirchner presented the treasurer's report, which was received with much cheering.

Mr. Singler, Mr. Thompson, Mr. Walton and other new directors spoke briefly on their determination to strengthen the hands of the president all they possibly could, and advance the interests of the club to the greatest extent within their power.

The secretary read a letter from Mrs. H. R. Grant expressing appreciation for the sympathy and aid extended to Mr. Grant in his long siege of illness.

Mr. Hugh Stephens, Jefferson City, Mo.,; Mr. P. O'Brien, Iron River Mich.; and Mr. R. W. Thomas, Bloomfield, Nebr., all spoke on the debt the country printers owed to the Ben Franklin Club of Chicago, for the advances made through Cost Systems and organizations, and to the pleasure experienced in meeting the men who had through their association done so much for the printers of the country.

The following committee reports were presented by the various chairmen: The membership committe reported that early in the year they held meetings and mapped out a campaign, but owing either to the largeness of the campaign or the press of business on the members, the actual work resolved itself down to the sending out of literature. This, however, had a good effect and awakened much interest in the work of the club. The committee advised the placing of some one permanently in the field for the spread of the acknowledged good work of the club and pointed out that outsiders are reaping immense advantage from the labors of the toilers within the club.

The cost committee reported twelve meetings, and the settlement of the question of chargeable and non-chargeable hours. It urged printers to study this tabulation. The committee emphasized its work on typical catalogue pages and said that these pages are the result of careful deliberation and much labor; the utmost reliance could be placed on the time consumed in the composition of these pages. The committee urged its successors to follow up this work with commercial forms and further data on catalogue pages. This should ultimately prove to be a good investment. The chairman of the committee also reported that he had examined a number of reliable reports and found the average costs to be: Composition $1.29, platen presses, 94 cents, cylinders, all sizes, $1.77.

The report of the advertising committee was brief; its work has spoken for itself nearly every month in the Ben Franklin Club Monthly. The report emphasized the fact that it pays to use printers' ink for the development of the printing business—a good piece of printing put before the right eye at the right time invariably has a good effect. A campaign of advertising is profitable; and the committee instanced a case where $15,000 worth of work followed $1,500 worth of advertising. These results were known and not imaginary. The committee emphasized creative work as being especially profitable. Good advertising, followed with service and quality is a money maker for the printer competent to meet the demand upon his brain, time, and energy.

The report of the estimating committee showed that while much good work had been accomplished more might have been done It suggested the formation of estimating classes to be held weekly to which a small fee should be charged. The committee pointed out that not only did figures vary greatly on estimates of composition but that the actual time spent on some sample pages recently executed in six shops showed a variance of as one to three. This evidenced the fact that there is a colossal task ahead of all printers' organizations The report also covered the work of the committee outside Chicago; from all parts of the country have come requests for estimates on work to be done or already done.

and many are the letters of appreciation received. The committee also found a vast improvement in conditions not only in the industry itself but in the attitude of those engaged in the business the one to the other.

The legislative committee reported that they had achieved distinction only along one line this year and that was the purposed increase in second-class postal rates. It appears unlikely that future efforts of the postmaster-general to saddle the unnecessary burden upon the publishing industry of the country will receive the support of our national legislators. Your committee was able to present so many and such convincing arguments, both in documentary form and in conversation with the authorities at Washington, that nothing further along this line should be required.

Since the last report members of this committee have again visited Washington to confer with the postmaster general and to voice a protest against his proposed shipment of second-class periodicals by so-called fast freight, and although assured that this change was not to be made, it seems not yet definitely settled one way or the other, and the matter is respectfully referred to the incoming legislative committee as one requiring careful watching.

Another matter which has received some consideration at hand, but upon which no recommendation is yet made, is that of one-cent letter postage. The same statement covers the matter of the proposed establishment of a parcels post. Judging from the attention accorded the Ben Franklin Club of Chicago when its representatives visited the national legislators, the club's attitude on these important matters will have great weight in the final action thereon.

During the committee's several conferences with Congressman Martin B. Madden, of Chicago—a member of the house committee on post offices and post roads—assurances were received from the congressman that he would endeavor to have the committee recommend the abolishment of the unwarranted and unnecessary restrictions which various rulings of the post office department have placed on the publishers of periodicals. To this end the committee suggests that complaints of this nature be referred by various members to the new legislative committee for presentation to the committee of congress through our highly efficient Chicago representative.

Fewer Daily Newspapers

Statistics for Past Year Show They Are Diminishing in Number

Philadelphia, Jan. 30—Newspaper census figures for 1911, compiled by the American Newspaper Annual and Directory, published here to-day, indicate that multiplication of daily papers in the United States has come to a halt. A year ago the number was 2,472; the 1912 Annual lists 13 less, showing that the trend is now in the downward direction. According to this authority, greater mortality than birth rate is explained by suspension or consolidation of newspapers in crowded and unproductive fields. New England has lost four dailies, New York four, middle west states nine, and the western states have thirteen less than a year ago. Gains have been heaviest in the southern states, while the middle Atlantic section has an increase of three.

Weekly and semiweekly newspapers also seem to have reached their limit in numbers. The 1912 Annual names and describes 16,229 weeklies, 40 less than in 1911, and 605 semiweeklies, as compared with 617 in 1911.

The 1912 Annual marks its forty-fourth year, contains more than 1,200 pages describing 24,345 newspapers and periodicals, presents ten distinct items about each, including its circulation rating, and gives 1910 census populations for the 11,000 towns in which newspapers are published.

Aeronautics, moving pictures and Esperanto are responsible for new lists of publications devoted to these subjects. There are over two hundred of these lists in the book just from the press. Religious publications number 865, agricultural journals total 463, and there are no less than 129 separate divisions of class and trade periodicals. Exponents of more than forty secret society orders are catalogued. Foreign language papers printed in thirty-four different forms of speech are described in a classification of their own.

These statistics are gathered from returns by the press of the country and sifted, verified and arranged by the publishers of this directory, who are engaged in such revision throughout the year. The importance of the newspaper publishing industry, likewise the development and rapid increase of advertising, is impressively illustrated in the magnitude of this work.

Booming a Growing City

Saint Paul Town Criers Plan Annual Home Products Banquet.

The Fifth Annual Saint Paul Products Dinner, under the auspices of the Town Criers Club will be held at the Hotel Ryan at Saint Paul, Wednesday evening, April 27th. The members have taken hold of the work with their usual enthusiasm and a banquet even more elaborate and with greater attendance than last year's, is planned.

A special inovation this year will be the admittance of the women of Saint Paul to this Home Products Feast, which is made at the earnest suggestion of the Town Criers themselves and the Saint Paul manufacturers and merchants who take part in the affair. In this way, the women buyers of the products which the banquet is to advertise will have an opportunity to sample the goods, and as a result, they will be even more solicitous about getting home products for their own tables than they naturally are as true Saint Paul citizens.

The dinner, like its predecessors, will have nothing on the menu not made in Saint Paul. Everything from the linen and dishes on the table to the coffee and cigars, will bear a Saint Paul brand.

Among the list of prominent speakers are Governor Eberhart, of Minnesota, President Vincent of the University of Minnesota, May Keller, and officers of the various business and commercial organizations of Saint Paul.

President M. J. Osborne, of the Town Criers, and the Executive Committee have appointed a Chairman of Arrangements, who will look after all details, and active work is already in progress.

Attractive souvenirs will be presented to each guest, provided by wholesalers, manufacturers and merchants of Saint Paul.

Here are hints for enterprising editors who are on the outlook for methods of promoting the industrial interests of their respective cities. Town Criers or Booster Clubs can hold meetings, functions, and banquets in the interest of home products.

Clifford C. Ward
of Charlotte Tribune
Vice-Pres. Wolverine Press Ass'n.

Frank I. Cobb of New York World

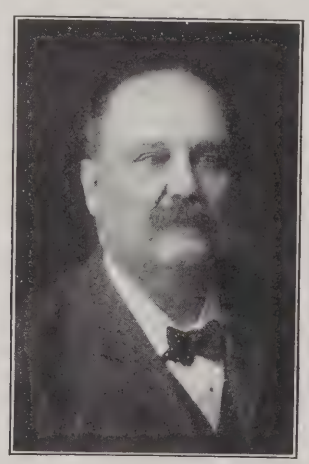
L. A. Weil, Port Huron Times-Herald
Vice-President Michigan Press Association

George W. Coleman
Pres. Associated Advertising Clubs
of America

Louis C. Cramton, Lapeer Clarion
Secretary Wolverine Press Association

H. A. Hopkins, Saint Clair
Secretary Michigan Press Association

James Schermerhorn
Publisher of Detroit Times—President Michigan Press Association



Wm. P. Nisbett, Big Rapids, Mich.
Publisher of the Michigan Bulletin—One of the Judges in "Michigan Remain in Michigan" Contest—Historian Michigan Press Association

Jos. Mitchell Chappell, Editor National Magazine of Boston

SPEAKERS AT CONVENTION OF MICHIGAN EDITORS AND PRESS ASS'N OFFICERS

A MODEL CALENDAR.

Seldom will it be possible to secure a more striking, pleasing and opportune illustration for a calendar than is the one shown in the illustration herewith. The scene is up to the times, and full of expression. It is from the painting, "The Side that Won," by Lewis Moeller. The group is ideal and representative, the expression natural and vivid. The scene is laid in the office of an aged justice of the peace who is reading to his friends, the news of the political victory. The character of each is pictured in the face, from the young boys and future statesmen to the retired, old gentleman, who had dropped in on his way home with his purchases under his arm. One of the leading dealers of printing supplies, on whose walls the calendar was hung, declared to the writer that he had never had an illustration in his office that took hold of his interest as did this calendar, and whenever he looked at it, he couuld not refrain from a laugh or a smile. It recalled days in the past when, as a boy and later as a young man, he had seen such groups of eager partizans rejoicing over a victory, when such victory seemed to mean the country's very life. This calendar is by the Red Wing Advertising Company, of Red Wing, of which A. S. Sultzer, for many years connected with the mechanical and business departments of the National Printer-Journalist, is President and Manager. The illustration is copyrighted but can be secured of the company at twenty-five cents a copy, and the illustration will be used on calendars for the trade.

Copyright, 1912, by Red Wing Advertising co.

"THE SIDE THAT WON"

George Fitch, the Peoria, Ill., newspaper man who is gaining a wide reputation as a humorist, was one of the speakers at the third annual dinner of the South Bend Chamber of Commerce the evening of Jan. 22nd.

A GREATER MICHIGAN EDITORIAL ASSOCIATION.

Convention of Editors in Detroit.

Michigan now has several press and editorial organizations—Michigan Press Association; Northwestern State Press; Lake Superior Press; Michigan Republican Editorial; Eastern Michigan Press; Michigan Woman's Press; and Western Michigan Press, all well officered and active.

As noted in the January issue of the National Printer-Journalist, arrangements were made to have all the members of these organizations meet in convention at Detroit to enjoy a most attractive program and the liberal courtesies of that city, noted for hospitality and liberal entertainments. The Convention was held and proved a great success as was to be anticipated. Through the courtesy of Mr. James Schermerhorn, editor of the Detroit Times and President of the Michigan State Press Association, we are enabled to present the portraits of many of the speakers on this occasion, and from this paper, that is in close touch with the editors and the people, to give a brief outline of the interesting proceedings.

There were about three hundred and fifty in attendance and the papers and addresses were able and instructive. Never was there a more enjoyable or profitable convention.

The opening day was January 18th. The morning was given over to "settling" in hotel quarters and an interchange of greetings among the newspaper men and their ladies, and at noon the men assembled in the Wayne Gardens for a luncheon, as guests of the Board of Commerce, with Governor Woodrow Wilson, of New Jersey as the distinguished guest of honor.

Following luncheon a business session of the Michigan Press Association was held in the Wayne sun parlor, which concluded with two excellent addresses, one by George W. Coleman, of Boston, President of the Associated Advertising Clubs of America, on "Publicity a Factor in State Progress," and the other by Joseph Mitchell Chapple, editor of the National Magazine, on "The Country Newspaper." Mr. Coleman and Mr. Chapple, thoroughly familiar with their respective subjects, were interesting and entertaining.

While the men were thus engaged the ladies were taken to the Century Building, as the guests of the Twentieth Century Club, to attend the regular meeting of the club, whose guest for the afternoon was Gov. Chase S. Osborn, of Michigan. Mr. Osborn spoke on "World Peace." The afternoon closed with a reception to meet the state's chief executive.

At the annual banquet of the association, says the American Press, Governor Chase S. Osborn, of Michigan, one of the active newspaper men of the state for thirty years, presided as toastmaster. There were addresses by Governor Woodrow Wilson, of New Jersey, Frank I. Cobb, of the New York World, formerly of Michigan; Joe Mitchell Chapple, of the National Magazine, published at Boston, and Arthur H. Vandenburg, of the Grand Rapids Herald. The speaking program was declared by all present to have been the best ever enjoyed at a Michigan Press Meeting.

Splendid Addresses.

George W. Coleman, of Boston, president of the Associated Advertising Clubs of America, was the chief speaker at one of the sessions.

The morning program, Friday, included addresses by Fred W. Gage, of Battle Creek, on the "Cost System for Printing," and D. W. Grandon, Hillsdale, on "The Business Office."

The members and visiting newspaper men and women from all parts of the state were entertained at luncheon in the casino on Belle Isle, Friday noon, Jan. 19th, by the Board of Commerce. They were taken to the Island in automobiles furnished by the Wolverine Automobile Club.

After the luncheon, announcement was made of the winners of the Detroit Times' "Remain in Michigan" editorial contest.

The general theme of the addresses was "What Can We Do for Michigan?" and those participating were Joseph Mitchell Chapple, of the National Magazine, on "The Country Editor as a Booster," James W. Helme, deputy state dairy and food commissioner on "Dairying as a Factor in the Building up of Michigan;" Henry E. Straight, of Coldwater, on "The School Book Problem;" George W. Welsh, of the Fruit Belt, "Fruit Raising as a Factor in the Development of Michigan," and Milton A. McRae, president of the Board of Commerce, on "Why Michigan Needs an Agricultural Commissioner."

Visits to the theatres, Friday night concluded the two days' round-up of the Michigan editors.

The Eastern Michigan Press Club held its annual meeting in the parlors of the Griswold home, Friday morning, Jan. 19th. As soon as the opening took place, E. S. Neal, of Northville, moved that the name of the organization be changed to that of the Wolverine Press Association. He explained that the change ought to be made to prevent confusion with that of the Michigan Press Association. Mr. Neal's suggestion was unanimously adopted.

The election of officers resulted in the list of last year being continued in office. They are: President, B. F. Brown, of Harbor Beach; Vice-president, Clifford Ward, of Charlotte; Secretary, L. C. Crampton, Lapeer; Treasurer, A. D. Gallery, Caro. There was a contest for the office of president, Frank Ellsworth, of Detroit, opposing Mr. Brown.

The association accepted invitations to visit Monroe and Lake Orion during the coming summer. It also decided to go down the Hudson river on its annual outing.

The Michigan Press Association reelected its corps of officers as follows: President, James Schermerhorn, of the Detroit Times; Vice-president, Louis A. Weil, of the Port Huron Times-Herald; Secretary, H. A. Hopkins, of St. Clair, editor of The Post Master Everywhere; Treasurer, W. R. Cook, of the Hastings Banner; Historian, W. P. Nisbett, editor of the Michigan Bulletin, published in the interests of the Michigan Pres Association.

The idea of having district press associations, covering different parts of the State, that have local interests in common, is an excellent one, but all the newspapers of a State have to deal with all the interests and institutions of the whole State and for that reason there should be one strong State organization embracing in its membership all the newspapers of the entire State. Local or sectional interests may well be conserved by local organizations and these may be attended to at the annual round-up, but for subserving State interests and institutions, securing needed legislation and opposing that which may be hurtful, there should be the one State organization. The having of small and overlapping organizations has been found, in the end, to tend to inefficiency, when it comes to the wider and broader accomplishments and matters affecting the press. In unity there is power and safety. One splendid State organization, composed of all the members of existing organizations, working for the good of the whole State, and the entire State press and sending ample representative delegations to the National Press Association, would exert an influence and power that would tell in both State and Nation.

We fully sympathize with President Schermerhorn and his associates in plans for "one strong, splendid press association composed of all the various bodies now in existence."

University School of Journalism

The new school of journalism established at the University of Pittsburg under the direction of Thomas R. Williams, managing editor of the Pittsburg Press, has more than forty students enrolled and the young men are now being given practical lessons in news gathering and writing. On one day each week the students are assigned to work on the staff of one of the local daily newspapers and are allowed to experience all the rough knocks endured by the new reporter.

Under city editors of the old school the embryo newspaper men from the university are taking all sorts of assignments and are "put through a course of sprouts" that in nowise relieves the novices from the struggles to which the ordinary reporter is subjected.

The school has made a successful start and the members of the classes are making remarkable progress. The varied class of work and the fast pace set by Pittsburg newspapers has long given this city the reputation of turning out newspaper men who "make good" anywhere and the university school has aimed to meet this high standard. From the police station "route" to the difficult "interviewing," the young reporters are being given training within its scope.

BUSINESS AND OTHER NOTES

A HUGE STORY OF PRINTING MACHINERY AND MATERIALS

THE wants of the printers are multifarious and immense. Here and there and much too often we hear the voice of the non-profitmaking printer, and feel that he is condemned as the source of his own troubles when we know that printing is one of the first ten biggest industries of the United States and steadily and rapidly increasing its output.

The man-without-a-profit must not think that the immense volume of merchandise sold yearly to printers is sold to men of his type. It is sold to a great army of prosperous printers, a class fully as prosperous as any other engaged in general trade; and the evidence of this general prosperity of the printers (which is apt to be lost sight of in the effort to educate the unprosperous) is the yearly increasing volume of sales and the yearly increasing appreciation of good values.

From the continent-covering nature of its organization the American Type Founders Company has become the greatest merchant in printers' supplies in the world. If only one of any machine is kept in stock at its numerous selling houses that alone would constitute a large supply; but to meet all demands the American Type Founders Company keeps liberal stocks everywhere and large reserve stocks.

This great buying power gives it every advantage legitimate to the wholesaler and gives it great selling power. It is one of the pleasant things of the trade that this great concern is very popular with the manufacturers of printing machinery and materials. This is due largely to the policy of buying the best of everything—of insisting on quality as a first consideration. The American Type Founders Company backs everything it sells, and cannot afford to handle or encourage the manufacture of inferior lines of merchandise.

Have you noticed how within the past fifteen years the manufacturers of ramshackle presses, cheap equipments, cheap tools, cheap supplies of all kinds, have largely vanished from the scene? This is due mainly and we think wholly to the policy of the American Type Founders Company which encourages the manufacture of quality goods.

The management of the big type company knows that to sell quality you must buy quality—to give value you must get value. The whole policy of the American Type Founders Company, whether as typemaker or as merchants in printing machinery and materials, has been entirely beneficial to the printing trade. Those who are acquainted with the record and views of its president and general manager could expect no less. The printers get the best money's worth from the big type company. The man behind the company would have it no other way.

* * *

REIGN OF THE CASLONS—A TYPOGRAPHIC SOUVENIR

The Keystone Type Foundry sends us a beautiful portfolio of forty pages, size 9¼x12¼, in which it shows by comparison and by practical illustration the ten series of sizes in ten different styles of its caslon group.

The original caslon type was designed by William Caslon some two hundred years ago and an illustration of his quaint old foundry as it appeared in 1750 is given.

The several sizes of each series of the group are shown in comparison and in following pages are given many attractive specimens of practical typographic forms which show off the various caslon faces to splendid advantage and demonstrate the adaptability of the several faces, as well as the entire group to a very wide range of usefulness. The specimen is done in colors and is truly a typographic souvenir worthy of the foundry it represents as well as the caslon type, which is so famous and everywhere considered a classic among letter designs. This booklet is being distributed among the foundry's customers, but it will be sent upon request to printers, publishers and others having to do with typography.

* * *

LINOTYPES IN THE SOUTH

Owing to the rapid increase in the number of linotypes in use throughout the south and the growing volume of business transacted through its New Orleans agency, the Mergenthaler Linotype Company has found it necessary to provide greater facilities for the accommodation of its southern trade. For a considerable time the old location of 332 Camp street had been inadequate to handle the business of the agency with the promptness that its increasing list of customers demanded and merited. Search for better and larger quarters having proven fruitless, it was finally decided to erect a building that would not only accommodate the agency for the present and enable it to serve its clientele in the best possible manner, but would be large enough to allow for its future growth, as indicated by its record in the past.

The result is a handsome new fireproof structure, five stories high, at the corner of Baronne and Lafayette streets. The building is substantially constructed of reinforced concrete and a veneer of pressed brick and terra cotta lends its beauty and architectural symmetry. The added floor space and increased facilities afforded will enable the agency to carry a much larger stock of parts and supplies than heretofore, and it is the intention of the management to keep constantly on hand a number of each of the different models of linotypes now being built, so that in case of fire or other emergency rush orders can be given immediate shipment from New Orleans.

The decision to invest nearly $100,000 in permanent improvements in New Orleans is not only a tribute to that city as the logical distributing point for the entire South, but is also an evidence of the Mergenthaler Linotype Company's appreciation of the splendid growth and development of the printing and publishing business in that territory and its desire to meet promptly every requirement of the southern trade. The New Orleans agency covers the states of Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee and Texas, and every effort will be made to render adequate service to the printers and publishers located within their boundaries.

The success of the agency and the esteem in which it is held by its customers is doubtless due in no small measure to the capable administration of its genial manager, Fred W. Bott, who has been in charge for the past five years, and the competent and efficient staff with which he has surrounded himself.

* * *

"BEFORE THE ASSASSINATION"

A Remarkably Perfect Color Print Is Being Sent Out by C. B. Cottrell & Sons Co.

This four-color reproduction is of a water color owned by C. B. Cottrell & Sons Company, and printed on regular Cottrell two-revolution press.

Color printing is a very severe test for a printing-press. The machine must have all of the printing qualities for fine black work, with the additional requirement of more perfect register. The whole scheme of process color printing is based on perfect register, for without it a picture very faulty in color and general appearance is the result.

The picture "Before the Assassination" shows how, by the perfect registering of the four colors on the press, the exciting scene delineated by the artist is brought out with all the force and coloring of the original. The coloring is remarkable when it is considered that in reproduction there is usually a loss of 10 per cent in color values.

The retention of brilliancy is due to the Cottrell patent system of distribution, one of the features of which is that certain of the table composition rollers are given a combined lateral and rotary motion in an opposite direction to that of the vibrators, spreading the ink evenly and quickly over the entire surface of the table, giving the pressman a more certain control of the ink than has heretofore been possible.

The faithful reproduction of this picture in brilliancy and beauty of coloring is due to the registering qualites, the perfect distribution, the unyielding impression and the superior design and workmanship of the Cottrell press.

The picture represents the scene just before the assassination of the duke of Guise, which took place December 23, 1588, at the Chateau of Blois, a castle of Henry III, king of France.

The duke of Guise, an ambitious conspirator and aspirant to the throne, was gaining so rapidly in power and influence that the king, realizing his own danger, determined to rid himself of him.

He arranged with the captain of the guard to post his men in the antechamber through which the duke must pass to the king's Cabinet, where he had been summoned, and there assassinate him.

The picture represents that tense movement when the assassins with drawn weapons await the duke, who with the portiere in his grasp is about to enter the antechamber.

* * *

On the second cover page of this issue of the National Printer-Journalist is shown a view of the extensive new printing ink factory of H. D. Roosen Company, at 78 to 84 20th St., Brooklyn, N. Y. It tells in itself a very convincing story of the substantial growth of this company and of the worth of the inks on which that growth is founded. A 1912 calendar sent out by H. D. Roosen Co., is on such a magnificent scale, by month, as to make it most convenient for reference. The sheet for each month, besides containing a splendid illustration of the factory and the monthly calendar, in letters and figures so large as to be easily read across a room when hung on the wall, also contains predictions, and blank lines for memoranda, as to the weather. The sheets are 20x26 inches in size, printed in black and red, with holidays noted, and, taken all in all, is adapted for practical use as are the inks that it advertises.

* * *

"Linotype Metal" is the title of a little sixteen page and cover, pocket-size booklet being sent out by the Merganthaler Linotype Company to users of Linotypes throughout the United States and Canada. The subject is an important one. Perfect slugs and type face depend upon the use of proper metal and proper treatment and handling of the metal. The following sub-topic headings in the book will at once convince every Linotype operator and user of its value:

"Producing Solid Slugs;" "Low Metal Alarm;" "Choice of Metal;" "Heating the Metal;" "Treatment of Metal;" "Reviving Old Metal; "Preventing Hair Lines;" "Recasting Molds." The careful study of the booklet and the application of the truths contained therein, will save time, yield dividends and result in better, greater satisfaction and increased business. The final, "In Conclusion," is as follows:

"The metal used should be of the very best quality obtainable, and should be kept toned up. It is poor economy to experiment with metal.

"A smelting furnace, as large as possible, is a necessity, as metal is better and deteriorates less rapidly when remelted in large pots. A water-cooled ingot mold is another essential, and is a great time saver.

"Be sure you are getting a fair price for your dross. It is not dirt, but is composed largely of oxides of the metal. Your metal house will pay a fair price for it if you insist."

* * *

C. I. Johnson Manufacturing Company, of St. Paul, Minn., show the Puritan Series of the Hansen Type in their advertisement this month. They report that they are selling a great amount of this Puritan Series and the Gray tone rule, shown in their advertisement, and have just fitted out the Pioneer Company, of St. Paul, with about 100 mitred sets of this rule to be used on some especially nice work. They have recently installed presses for Ross Bros., Attica, Ind., and for Keys & Foss, Flora, Ind., furnishing the latter also with type and material for their Newspaper.

* * *

The West Penn Paper Company will soon open a new branch at Akron, Ohio. A complete line of supplies similar to that in the stock at the Pittsburg headquarters will be carried. The officers of this company take an optimistic view of the paper business and are pleased with the outlook for the coming year. They report that a marked increase has been shown lately, and taking the paper trade as a barometer, conditions are improving in other lines.

WETTER Numbering Machines
At Right Prices
FOR SALE BY ALL
TYPE FOUNDERS AND DEALERS
Wetter Numbering Machine Company
333 Classon Avenue, Brooklyn, New York, U. S. A

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ANYBODY can make good cuts with my simple zinc etching process. Specimens and particulars for stamp. Process $1.00. DAY, WINDFALL, INDIANA.

SPECIAL BARGAINS—WE ARE MAKING ROOM for additional stock and therefore giving discounts of from 10 to 25 per cent for cash on all rebuilt machinery. If you are planning to buy now, or in the near future, write or call on us at once. Machinery can be seen in operation. We have the largest stock of second-hand and rebuilt machinery in Chicago. Established 35 years. WANNER MACHINERY COMPANY, 215 W. Congress St., near Fifth Avenue, Chicago, Ill.

FOR SALE—VERY CHEAP—Two-color Huber Press. Prints sheet 33 x 57 inches. Has Economic Feeder attached. Good condition. Immediate delivery. Address Gibbs-Brower Co., 261 Broadway, New York City.

FOR SALE—Two fine two-revolution presses, Miehle, bed movement; both taking four pages, 7-column paper, at one-fifth cost for prompt shipment. Erect at cost. Shown running. Peckham Machinery Co., 1 Madison Avenue, New York City, Dept. 2.

LINOTYPES FOR SALE—One Model No. 3, No. 7442, and one Model No. 5, No. 10797, with motors, extra magazines and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main Street, Louisville, Ky.

FOR SALE—One Model No. 1 Linotype No. 1112 and one Canadian Linotype No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

$10,000 CASH AVAILABLE

for first payment on a daily newspaper property. New Mexico, Arizona, Colorado California and Texas locations preferred Proposition C. H.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

Bargains in Printing Presses

FOR SALE

FOR SALE—One Cox Duplex Printing Press. Prints 4-6-8 pages. Overhauled and rebuilt. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Pony Straightline Press. Prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Four-deck Straightline Press, prints from 4 to 32 pages; one Goss Three-deck Straightline, Press prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price. GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12 pt. matrices, Rogers Tabular Attachment. Address "Bargain," care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago.

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist

STATION X, - - - CHICAGO, ILL.

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS

$1.20 per doz with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting Great in efficiency Method of attaching does not interfere with raising tympan

Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.

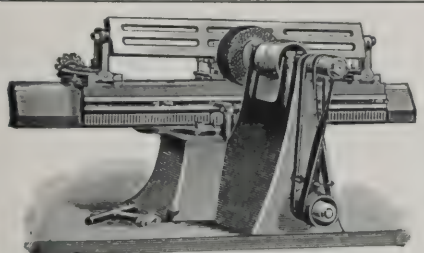
60 Duane Street, New York

From us or your dealer. *Free Booklets.*

VISE GRIP

Megill's Patent
DOUBLE-GRIP GAUGES

$1 25 set of 3 with extra tongues.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes which will grind knives up to 120" ong. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

BUSINESS

The Greatest Game in the World

- - - and - - -

The Most Powerful Magazine

Business is a magazine of which it has been said: "Once a Subscriber—always one." A letter has just been received from Mr. C. C. Jewell, of Ventura, Cal., from which we quote verbatim as follows:

"THE inspiring articles running from month to month in your magazine have been a great help to me, and have helped me to rise from the ranks of bookkeeper to my present position of manager, and I would not be without the magazine for many times the subscription price."

WHAT could be a more dignified or worthy life's work than introducing into every office, store and factory in the land this great magazine—this medium of great influence—this powerful factor in the business world—which can do as much for each and every other reader as it has done for Mr. Jewell. And besides being exceedingly pleasant work—**it is mighty profitable.** Our commissions are most liberal. Write today for free explanation of our plans for special representatives.

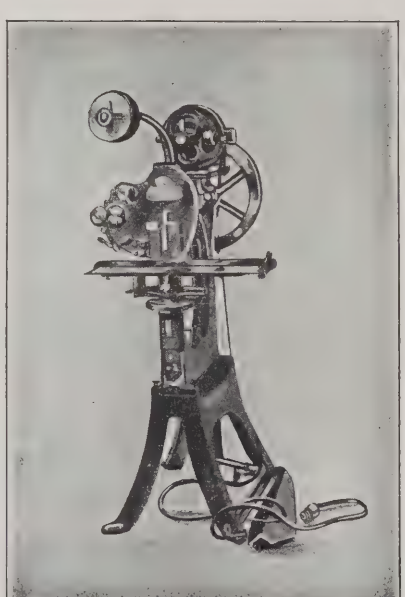
J. H. LYTLE, Sales Manager

THE BUSINESS MAN'S PUBLISHING COMPANY

DETROIT, MICH.

"PERFECTION" WIRE STITCHING MACHINES

——ARE USED THE WORLD OVER——



"Perfection" No. 4 (Electrically Equipped)

Manufactured and Sold by

The J. L. MORRISON CO., Inc.

(Head Office) **143 Worth St., New York, U. S. A.**

(Branches) **Chicago, Toronto, London (Eng.) Liepzig**

Write for full particulars

Franklin Photo Engraving House

Designers
Illustrators
Photo-Retouchers
Commercial Photographers

Halftones
Line Etchings
Color Engravings
Embossing Plates

632 Chestnut St.
Philadelphia.

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Trea

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

NATIONAL PRINTER JOURNALIST

VOLUME XXX.
No. 3

MARCH

CHICAGO, ILL.
1912

FACTORIES

OF THE

H. D. ROOSEN COMPANY

78 Twentieth Street
Brooklyn, N. Y.

Manufacturers of Printing and Lithographing Inks
of the Highest Quality

BRANCHES IN ALL THE PRINCIPAL CITIES

Small Jobs well done lead to Larger Orders.

It pays to give careful attention to small orders, because a customer who has been well pleased on his small work will be most likely to favor you when his larger and more profitable orders come up.

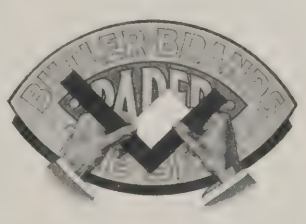
It is true that the profit on orders for printing business cards is small, yet it is a fact that many orders of this kind have paved the way for larger orders. Therefore, it behooves the printer to exert every effort to give satisfaction on the small orders as well as the large.

"Butler Brands" of die-cut cards may be depended upon to enhance the quality of your business-card printing. We take particular pains to make our cut cards as accurate, clean-cut and true to size as cards can be made—they are right in quality and price. They are attractively put up in substantial, sightly boxes; the cards being banded in hundreds, five hundred to a box. We carry in stock the following qualities in regular sizes:

"BUTLER BRANDS" OF DIE-CUT CARDS

SQUARE CORNER		ROUND CORNER	
Specimen Chart	Commercial Pasted	Marvel	Velvet Finish
St. Charles	Wedding	United States	Steel Engravers
Peerless	Vellum Plate Pasted	Monroe	Satin-Coat Embossing
Engravers Art Pasted		Tinted Enamel	

We have prepared a portfolio of cut card samples. It is convenient in size and shape for the printer to carry in his pocket when calling on customers. Shall we send you one?

Cut  Cards

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Company	Milwaukee, Wisconsin
Interstate Paper Company	Kansas City, Missouri
Southwestern Paper Company	Dallas, Texas
Southwestern Paper Company	Houston, Texas
Pacific Coast Paper Company	San Francisco, California
Sierra Paper Company	Los Angeles, California
Oakland Paper Company	Oakland, California
Central Michigan Paper Company	Grand Rapids, Michigan
Mutual Paper Company	Seattle, Washington
American Type Founders Company	Spokane, Washington
American Type Founders Company	Vancouver, British Columbia
National Paper & Type Company (Export only)	New York City
National Paper & Type Company	City of Mexico, Mexico
National Paper & Type Company	City of Monterey, Mexico
National Paper & Type Company	Havana, Cuba

J. W. Butler Paper Co.

Chicago.

ESTABLISHED 1844

Do You Know?

The H. C. Hansen Type Foundry
was established in 1872

HANSEN TYPE is cast on Standard Line

HANSEN TYPE is cast of Copper Alloy Type Metal

Hansen Type
is cast on Standard Type Foundry Casting Machines
NOT automatic machines

Do You Know?

C. I. Johnson Mfg. Co.

Carry a Complete Stock of

Hansen--Type--Hansen

at Saint Paul, Minnesota

C. I. Johnson Mfg. Co.
is a firm of practical men and
the home of
"Johnsonized" High Grade Printing Machinery

C. I. Johnson Mfg. Co.

Saint Paul *Minnesota*

Set in Hansen Crawford Italic

MORE NEWS
The LINOTYPE Way

Model 10 Single Magazine
Two-Letter Linotype

THE NASHVILLE NEWS

Nashville, Mich., Jan. 19, 1912.

Mergenthaler Linotype Co., New York.

Gentlemen:—We have had a Model 10 Linotype in operation in our office since October 5, 1911, and wish to say to you that we are perfectly happy with it. The machine is pegging along day after day, doing perfect work and a lot of it, in the hands of our regular force, none of whom had ever worked on a machine before. We have not been stuck once, and have had nothing in the repair line whatever.

We get our paper out on time every week, which we could not do before, get out a better looking sheet, with more news in it than we could handle before, and altogether we congratulate ourselves every week on having bought the machine.

Yours very truly,

LEN. W. FEIGHNER.

The Model 10 Single-Magazine Two-Letter Linotype

PRICE $2,250

Will get out your paper, better and bigger than ever, and do much of your job and ad work as well.

The Linotype Way Is the Only Way

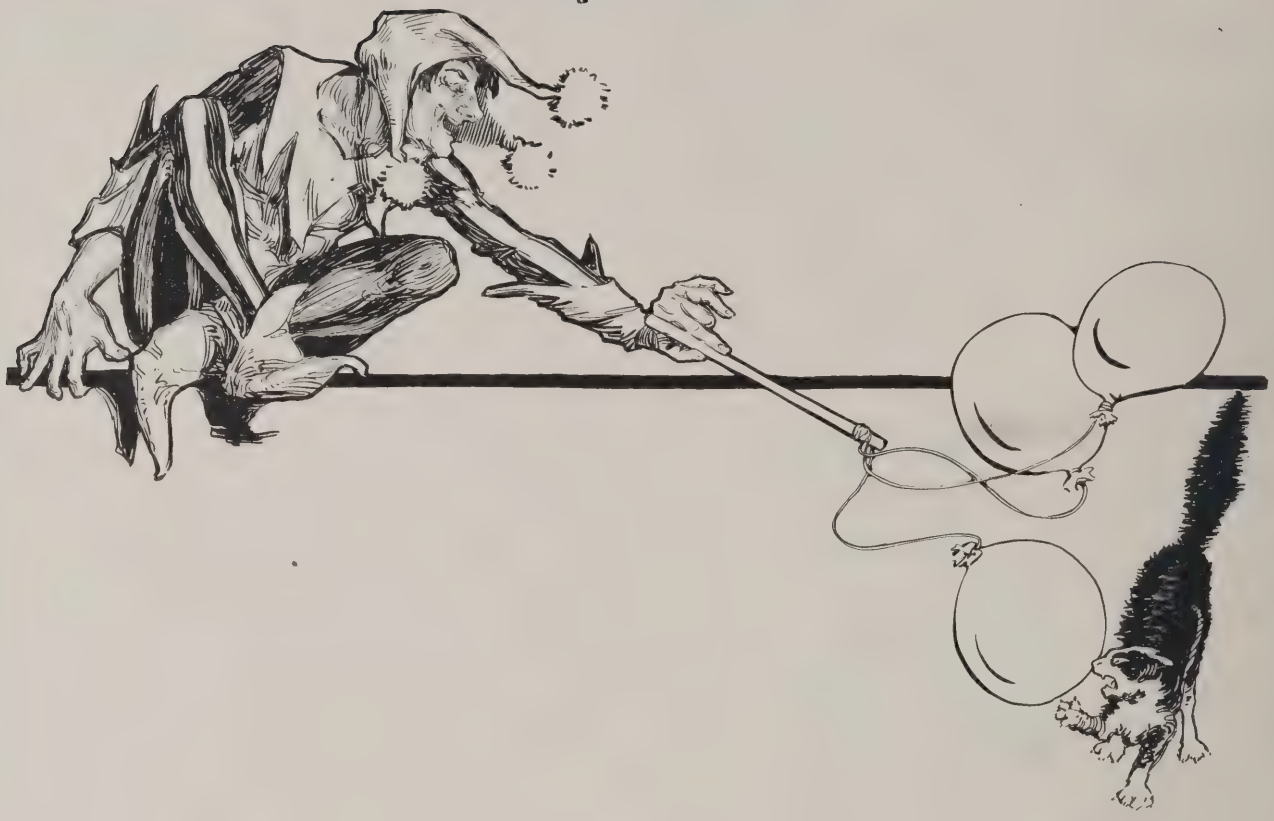
MERGENTHALER LINOTYPE COMPANY
Tribune Building, New York

CHICAGO: 1100 South Wabash Ave.
SAN FRANCISCO: 638-646 Sacramento St.
NEW ORLEANS: 549 Baronne St.
TORONTO: Canadian Linotype, Limited, 35 Lombard St.

BUENOS AIRES: Hoffmann & Stocker
RIO JANEIRO: Emile Lambert
PORTO ALEGRE (Brazil): Edwards, Cooper & Co.
HAVANA: Francisco Arredondo
SANTIAGO (Chile): Enrique Davis.
BOGOTA (Colombia): Manuel M. Escobar
TOKIO: Teijiro Kurosawa

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany.

MELBOURNE, SYDNEY, WELLINGTON, MEXICO CITY, — Parsons Trading Co.



WHETHER the purchase of illustrations and engravings is a source of satisfaction and profit or an annoyance resulting in your loss, depends altogether upon your engraver's organization and equipment and his conception of "Service."

Barnes-Crosby Company has a very clear understanding of the printer's requirements, and in the making of printing plates pays particular attention to the following details: **Correct sizes; clean, deep etchings; blocks trimmed perfectly true and mounted exactly type high; prompt delivery.**

We make a specialty of two, three and four color process plates. These plates are made by the latest improved methods and are delivered with consecutive proofs, showing the names and numbers of the inks used. All guess work is eliminated.

Thus in combining artistic reproduction qualities with mechanical perfection, we offer a distinct service to printers.

Barnes-Crosby Company **co-operates** with printers, but **does not compete** with them.

DAY AND NIGHT SERVICE

Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalog Plate Makers

Complete Manufacturing and Engraving Plants

Madison and Franklin Streets, Chicago **Eleventh and Locust Streets, St. Louis**

Branch Offices and Art Departments:

NEW YORK MINNEAPOLIS ST. PAUL MOLINE CLEVELAND KANSAS CITY MEMPHIS CINCINNATI
MILWAUKEE DETROIT ATLANTA INDIANAPOLIS SAN ANTONIO DALLAS

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario
BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS, KANSAS CITY, OMAHA, ST. PAUL, SEATTLE, DALLAS, WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

The No. 35 Pony Optimus

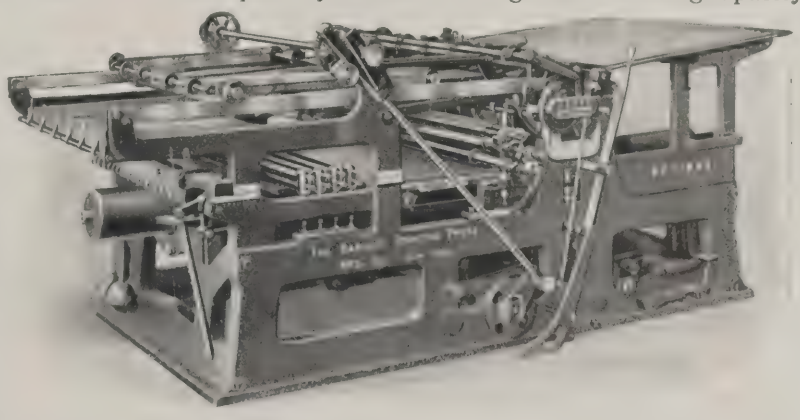
The No. 35 Pony Optimus

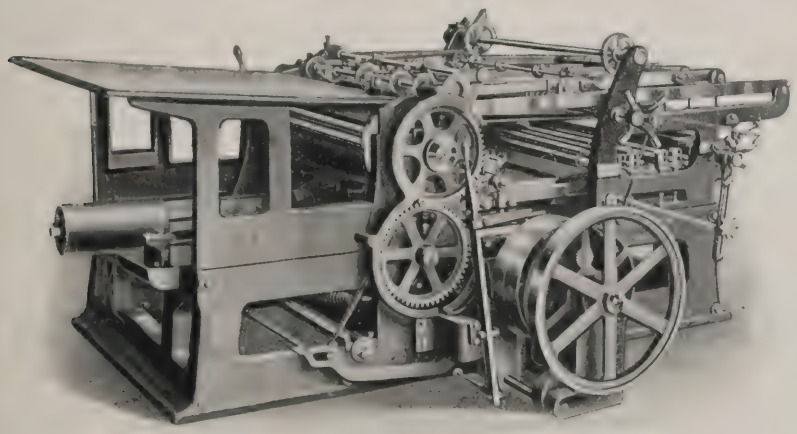
In offering the No. 35 Pony Optimus we introduce a needed size to the Babcock line. To pony presses that never before had an equal we add another with noteworthy improvements. The No. 35 Optimus is a marked advance in small two-revolutions.

The bed is 27x35. A 22x32 sheet is printed with half-inch margins; or one 23x33 or 22x34 is printed with safe clearance between bearers and plenty of space the other way. Press runs smoothly and easily at 3000 an hour rate.

To give easier and smoother action and advance speed, the star gear and shaft of the No. 35 are counterbalanced as in the large Optimus presses. For a dozen years or more this patented ball and socket bed motion has been in use. In that time we have not known an Optimus to be out of register between bed and cylinder. This is a serious point in register, and if structurally assured the user is at ease concerning a vital quality of his press. Nor in a like time has this motion shown appreciable wear. It is correct mechanically, the only perfect, lasting and fully satisfactory device for driving a printing press bed. Its stability is in marked contrast with the frequent and radical changes in other driving motions.

There are two three-inch form rollers. Four diagonal rollers work on the table. Each table roller has a steel top rider to increase distribution. By means of the patented eccentric sockets either form roller can be thrown out of action, or out of contact with form and vibrator, without removing it, and independently of the other. The vibrator has patented ball and socket journal bearings, and one man readily places and removes it. Two composition rider rollers can be used on vibrator when the work demands extra distribution or an unusual quantity of color. Altogether the inking capacity of the No. 35 Optimus is equal to the most exacting demands of high-class pony work, and this may include heavy three-color periodical covers and the like.





The air springs are easily adjusted for varying speeds without use of tool, and will remain where placed. The patented gripper mechanism registers perfectly and works quietly. The patented eccentric cylinder lift materially aids impressional strength, and gives an easy and positive lift to cylinder, which may be tripped safely at any time. Great rigidity gives to Optimus presses the easiest and quickest make-ready.

The Optimus printed side up front delivery is the one best fitted for small work and short runs. There are no adjustments for different sizes or qualities of stock. It is always ready. The printed surface is not touched. The sheet has the long exposure of three impressions, and is automatically jogged in exact register with the pile. If disconnected the press can be run either way without moving the delivery. The patented tape tightener allows for atmospheric changes, maintains even tension, and prevents breakage. The new fingers prevent the sheet from catching as it leaves cylinder, and makes delivery of the narrowest gripper hold easy and sure. Other improvements give entire control of the sheet, and furnish the No. 35 with the finest delivery on a small press.

Fuller information to those interested. If one needs an easily and quickly handled press for small work there is nothing as good as the No. 35 Pony Optimus.

SET IN AUTHORS ROMAN

When
You Need
Engravings
FOR ADVERTISEMENTS,
YOUR PAPER, LETTER HEADS,
OR BOOK ILLUSTRATIONS,
Remember and

"WRITE TO
SANDERS
ST. LOUIS"

ENGRAVINGS
BY EVERY MODERN METHOD
WE ISSUE SPECIAL SPECIMEN BOOKS
SHOWING WORK BY THE DIFFERENT PROCESSES.
TELL US WHAT YOU ARE FIGURING ON AND
WE WILL SEND SPECIMENS WITH PRICES
Sanders
Engraving Co.
ST. LOUIS
MO.

Up to Date

MR. W. J. Hartman's address, "The Printer and Supply Man," before the Second International Cost Congress at St. Louis, in October, 1910, expressed so clearly our own views on the relations that should exist between the manufacturers and users of machinery, that we printed this and sent out 25,000 copies. From our foreword to this book, we quote as follows:

> **"We hold that the manufacturer of machinery owes it to the users of his machines to co-operate with them in obtaining the maximum return from their investment and that the manufacturer who publishes extravagant claims of low production costs places in the hands of buyers of printing a club to beat down prices of printing, thereby robbing the printer of part of his legitimate profit."**

The Boston Typothetæ Board of Trade, on December 7, 1911, passed the following Resolutions, which were later adopted by the Ben Franklin Club of Chicago, the New England Cost Congress, the Ben Franklin Club of Cleveland, the Graphic Arts Club of Portland, Maine, and the Middle Atlantic States Cost Congress:

WHEREAS: the machine hour costs collected by the various printing trades associations are no more an indication of the relative efficiency or profitableness of different types of printing machinery than they are evidence of the ability of the proprietors of the different offices from which these figures were obtained, and

WHEREAS: it is impossible to draw any conclusions from these hour costs without complete information as to the conditions under which the machines are operated, the kind of work on which they are used, and the number of productive hours, it is hereby

RESOLVED: that we place ourselves squarely on record as being opposed to manufacturers of machinery using these figures to substantiate claims for low production costs, which not only defeat the very object for which these figures were obtained, but also mislead purchasers of machinery; and be it further

RESOLVED: that advertising machinery on the basis of "decrease your costs, make lower prices to get business," etc., is detrimental to the printing industry and should be discontinued by all parties selling machinery.

The Monotype is as Up to Date and as Helpful to Printers as the Selling Methods of the Monotype Company

LANSTON MONOTYPE MACHINE COMPANY
PHILADELPHIA

332

This page composed exclusively in Monotype faces and borders.

H·D· INK DUAL TONE INKS READY TO MIX GOLD INK INKEEZE, SHINE H·D· INK

OVER PRINT VARNISH

LIQUID TINT BASE

GLOSS BLACK SPEED LIMIT BLACK INK COVER INKS

If your business acumen don't tell you that you need this machine ---ask the foreman. He knows where lost time hits the pay-roll

Write for new illustrated price list.

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co. 813 East Superior St Alma, Michigan

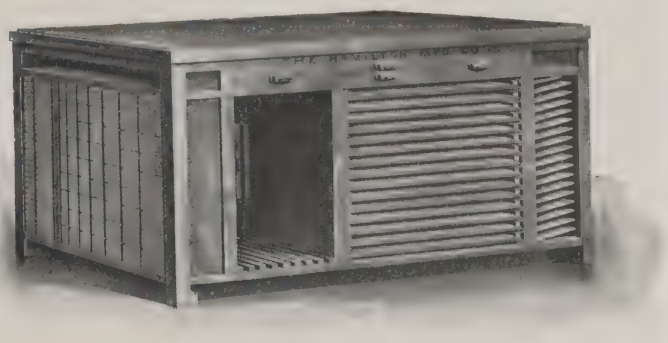
MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

American Steel Drying Rack and Stock Table No. 917

RIGIDITY is primarily essential in steel furniture. Without it the fine enamel finish and furbishments are for naught. In constructing Hamilton Steel Furniture this thought has been paramount with the result that our steel furniture is a veritable Gibraltar of strength and rigidity.

We are using heavier than necessary guages of steel rather than by any chance fall below the mark, all of which means that when you install Hamilton Steel Furniture, you have made an investment that is indeed permanent. That the finish and design have not been slighted, can be readily seen from the illustration shown.



Metropolitan Steel Imposing Table No. 729. Size 48 x 72.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Send for our new catalog, with illustrations in color, now on the press.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

MAIN OFFICE AND FACTORIES, TWO RIVERS, WIS.
EASTERN OFFICE AND WAREHOUSE, RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A valuable Line-Guage, graduated by picas and nonpareils, mailed free to every inquiring printer.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST

PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

Thalmann Printing Ink Co.

PROCESS INKS & INKS FOR OFFSET PRESSES
BEST GRADES IN ALL SHADES OF COLORS

THALMANN PRINTING INK CO. ST. LOUIS, MO. MANUFACTURERS OF PRINTING AND LITHOGRAPHIC INKS

STEEL AND COPPER PLATE INKS

MANUFACTURERS OF

LITHOGRAPH AND LETTERPRESS

INKS

OUR ELECTRIC ANNIHILATOR A BENEFACTOR FOR PRESSMEN

Home Office, 212 Olive Street, ST. LOUIS, MO.

DEPOTS

Chicago, Ill., 711 S. Dearborn St. Nashville, Tenn., 222 N. Second St.
Kansas City, Mo., 600 Delaware St. New Orleans, La., 535 Magazine St Memphis, Tenn., 73 Union Ave

"PERFECTION" WIRE STITCHING MACHINES

——ARE USED THE WORLD OVER——

"Perfection" No. 4 (Electrically Equipped)

Manufactured and Sold by

The J. L. MORRISON CO., Inc.

(Head Office) **143 Worth St., New York, U. S. A.**

(Branches) **Chicago, Toronto, London (Eng.) Liepzig**

Write for full particulars

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,

112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

WHAT THEY THINK OF THE N. P. J.

A Few Letters From the February Mail

GOOD AND INSTRUCTIVE DEPARTMENT

New Richland, Minn., Feb. 10, 1912.

National Printer-Journalist, Chicago, Ill.

Gentlemen: Inclosed find check for $2.00 Would like the Rouse composing rules as premium.

We are taking other craft papers, but the newspaper and job criticism departments in the National Printer-Journalist are what appeal especially to this country shop. Your journal contains other good and instructive departments also.

Yours fraternally,
C. W. BROWN.

✣ ✣ ✣

VERY HELPFUL TO BOTH EDITOR AND PRINTER

Griggsville, Ill., Feb. 10, 1912.

National Printer-Journalist, Chicago.

Gentlemen: We inclose check for $2.00 in payment for Journal until December, 1912, as per your statement.

We enjoy the Journalist very much, as it is very helpful to both editor and printer.

Wishing Father Herbert and all concerned success, I am.

Fraternally,
E. E. WILLIAMSON.

✣ ✣ ✣

READ WITH INTEREST

Winchester, Ind., Feb. 9, 1912.

B. B. Herbert, Chicago, Ill.

My Dear Sir: Inclosed please find check for your valuable paper for this year, and now let us see you smile.

We are always glad to receive your valuable paper and read it with a great deal of interest. We consider it one of the best that comes to our office. It is read with a great deal of interest by us, as it keeps us in touch with a great many of the members of the National Editorial Association.

We wish you success and hope to see you at the meeting in June.

Yours,
BEESON BROS.

✣ ✣ ✣

ENJOYS THE N. P.-J. AT 77 YEARS OF AGE.

Trenton, Mo., Feb. 8, 1912.

National Printer-Journalist, Chicago, Ill.

Dear Sir: Here is your $2.00. I still enjoy the National Printer-Journalist although I do not read it as carefully as I once did. I am 77 years old today. Am at my desk every day. Have been publishing the Republican for over 42 years. Yes I take the Printer-Journalist, but have no suggestion to make. It is good enough.

If I am to have a premium I prefer a fountain pen. Success to the Printer-Journalist. Keep the standard high morally.

Truly yours,
W. B. ROGERS.

READ EVERY PAGE

Office of The Harvard Herald

Harvard, Ill., Feb. 8, 1912.

National Printer-Journalist, Chicago, Ill.

Dear Mr. Herbert: In answer to yours of Feb. 6, 1912, asking for my opinion or estimate of the National Printer-Journalist, will say that it is the best trade paper that comes to our office and I enjoy its monthly visits more than I can tell you in these few lines. I read every page of it and find many things that are helpful in my work. I trust you are meeting with the success your merits so well deserve, and my wish is that you and the National Printer-Journalist may have many days of usefulness.

I inclose my check to pay for my subscription for the current year. As to the premium I prefer, kindly send me the fountain pen.

With kindest personal regards, I am,
Yours very truly,
M. F. WALSH.

✣ ✣ ✣

PLEASURE AND PROFIT

Malvern, Ark., Feb. 19, 1912.

Hon. B. B. Herbert, Chicago, Ill.

Dear Sir: I am herewith handing you exchange for $2.00 to cover my subscription to the National Printer-Journalist as per card enclosed.

You may send me as a premium a fountain pen, if your stock is not exhausted and you think I am entitled to one. Though I have not been actively engaged in the newspaper business for a year, my interest in the work is as keen as at any time in the past, and I read the "Printer-Journalist" with much pleasure and, I think, profit. Having attended a number of National Editorial Association meetings, I find your publication an excellent medium in enabling me to keep track of many acquaintances of former years.

Sincerely yours,
POWELL S. CARDEN.

✣ ✣ ✣

EACH ISSUE WORTH A YEAR'S SUBSCRIPTION

Richardson, Tex., Feb. 16, 1912.

B. B. Herbert, Editor National Printer-Journalist,
Chicago, Ill.

Dear Father Herbert: I have received your letter notifying me of the fact that my subscription to your valuable journal has expired. Inclosed find the check for $2.00 asked for. Send the fountain pen as a premium. I read your journal with a great deal of interest each month, and my foreman finds its hints and helps invaluable. He expresses the opinion to me that each issue is worth the year's price of subscription. We want the National Printer-Journalist. Let it come on.

Yours very truly,
SAM P. HARBEN.
Pub. Richardson Echo.
Sec. Texas Press Association.

Indorsements of this kind are an indication of the esteem in which the magazine is held by the printers and publishers of America

NATIONAL PRINTER-JOURNALIST
4618 RAVENSWOOD PARK CHICAGO, ILLS.

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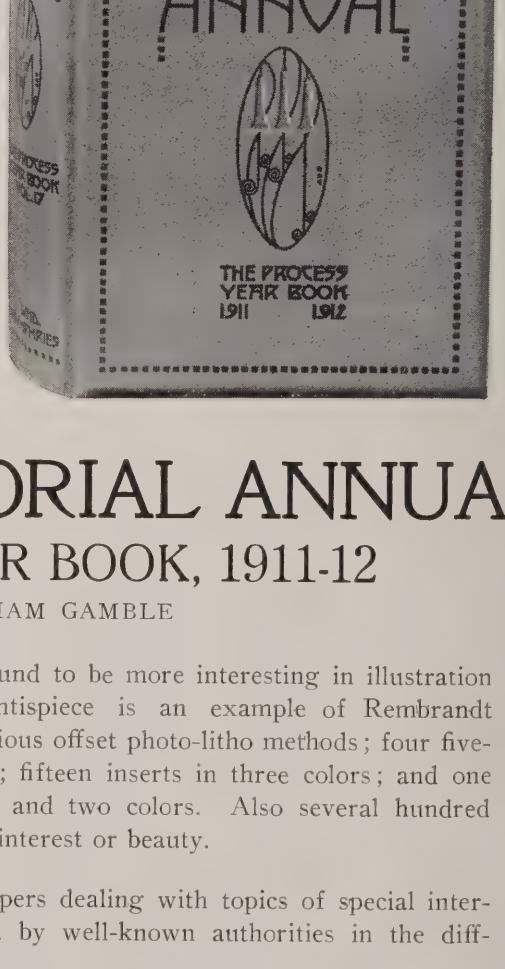

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EDITED BY WILLIAM GAMBLE

¶ The new volume here announced will be found to be more interesting in illustration and text than any preceding volume. The frontispiece is an example of Rembrandt Photogravure There are several inserts by various offset photo-litho methods; four five-color prints; eight supplements in four colors; fifteen inserts in three colors; and one hundred and six full-page supplements in one and two colors. Also several hundred smaller illustrations selected for their special interest or beauty.

¶ The text comprises about sixty practical papers dealing with topics of special interest to process workers and illustrators, written by well-known authorities in the different branches.

A BOOK OF SURPASSING INTEREST AND INSPIRATION TO EVERYONE ENGAGED IN PROCESS AND ILLUSTRATION WORK

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WE GUARANTEE YOU THE BEST

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Our Department of Labor-saving, Time-saving and Space-saving Steel Furniture for the equipment of modern offices, is prepared to give you figures which will materially reduce cost of production of your printed matter.

BARNHART BROTHERS & SPINDLER

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5c per sq. inch **50c minimum**

¶ Perfect reproductions of original halftone engravings or color type plates.

¶ The saving in "make-ready" time will more than offset the difference in price of electrotypes.

¶ They easily print 50 per cent more impressions than any other electrotype.

¶ The minutest detail is retained.

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Sales Office: 22 W. Monroe Street
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Plant:
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We can offer you special service in Linotype and Monotype composition at trade rates. Correspond with us.

The National Wire Stitcher

is very simple in construction. It has fewer parts than any other machine.

Each part is strong; well made, and is *made to last.*

The NATIONAL is so simple a child can set or adjust it. By turning a small hand wheel at the top, all of the parts are automatically adjusted or set to the thickness of the work and proper length of staple.

It is the *only* wire stitcher on which lost motion and wear can be taken up without putting in new parts.

The *only* stitcher having the table always at the same height; very convenient.

It is the *only* stitcher that can not buckle the wire.

Will run No. 30 wire successfully and satisfactorily.

The wire from the time it leaves the spool till it enters the work is always in sight.

It may be run faster than any other wire stitcher. It's a money maker.

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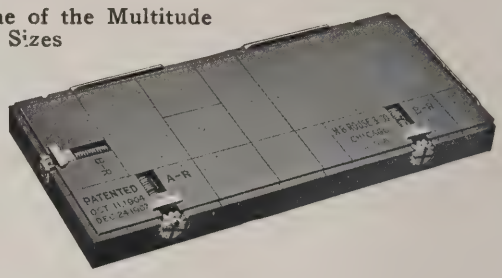
One of the Multitude of Sizes



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You can make up **eight pages** like this in **five minutes!**

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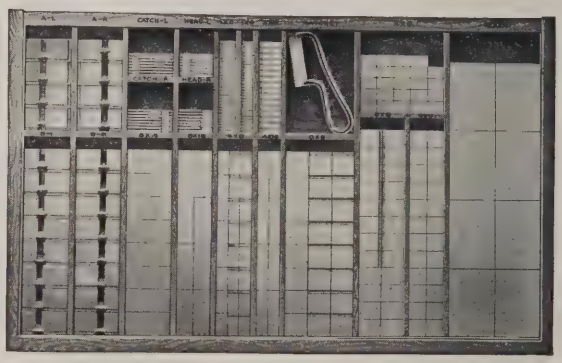
The Catches are made of brass and can not possibly work up on the press.

Bases of Iron. Point system—of course.



One Font Rouse Universal Blocks in Case (Cover removed)

Price, per set, including steel rachet and dust-proof Case that fits a printer's stand, only **$55.**

Don't waste any more time with out-of-date methods. Order at least one set to-day—**now.**

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The Register Hook People.

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MACHINERY CO.
A. F. WANNER PROP.

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DRUM CYLINDER PRESSES

17x22 Hoe, fast pony, square frame
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32x47 Hoe Drum, box frame
37x52 Potter Drum, 2 roller
33x48 Campbell Drum, 6 quarto
39x53 Babcock, 2 roller, air
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32x48 Cottrell, Monarch
24x32 Diamond
25x37 Fairhaven
31x43 Acme

We have a Large Daylight Shop—the highest paid skilled machinists, guarantee our machines to register and do as good work as new machines.

Send for full lists

703 S. Dearborn St., - Chicago, Illinois

MONITOR

No. 4 Monitor Wire Stitcher, Foot Power

Wire Stitchers,
Perforators,
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Door Open Exposing Working Parts and Wire of

The Boston Wire Stitcher
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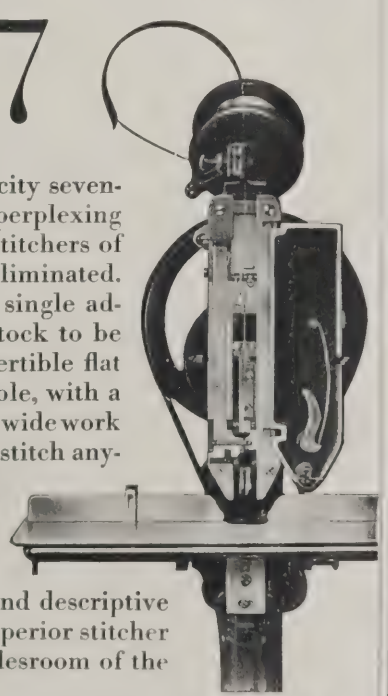

New Model; capacity seven-eighths inch. All perplexing features of other stitchers of large capacity are eliminated. Has the exclusive single adjustment to the stock to be stitched, the convertible flat or saddle work table, with a front extension for wide work and will perfectly stitch anything from a few sheets to its full capacity of seven-eighths of an inch.

For illustrated and descriptive circulars of this superior stitcher address nearest salesroom of the

American Type Founders Company
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Set from the Bodoni Series

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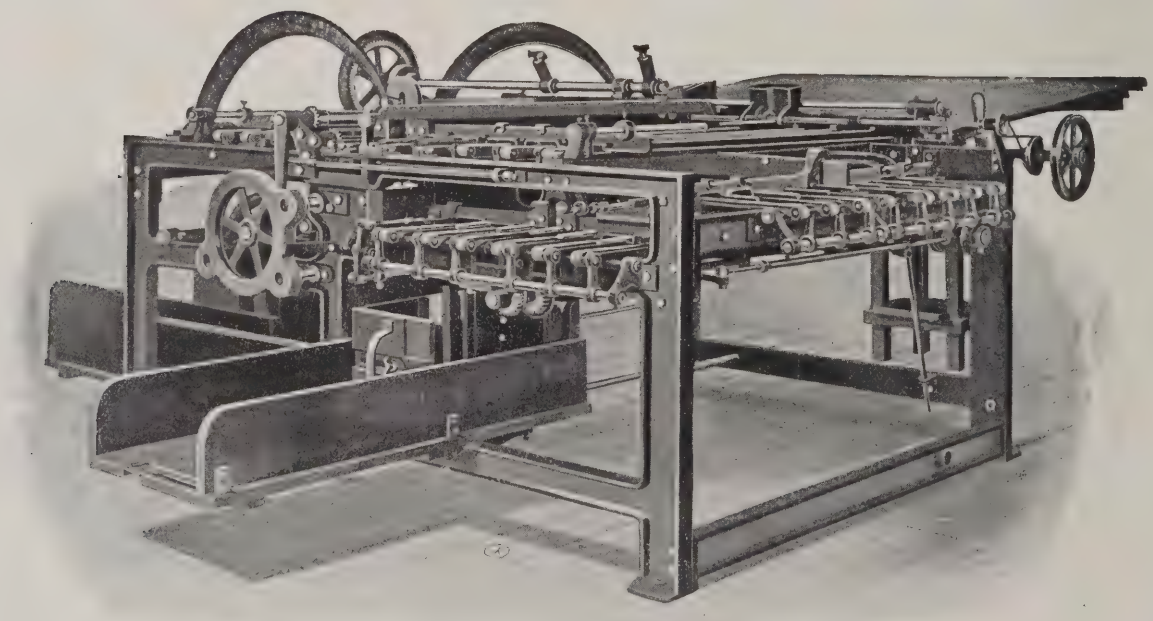

The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

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THIS SHEET IS PRINTED WITH OUR
30-CENT GRADE OF

MASCOT BLACK

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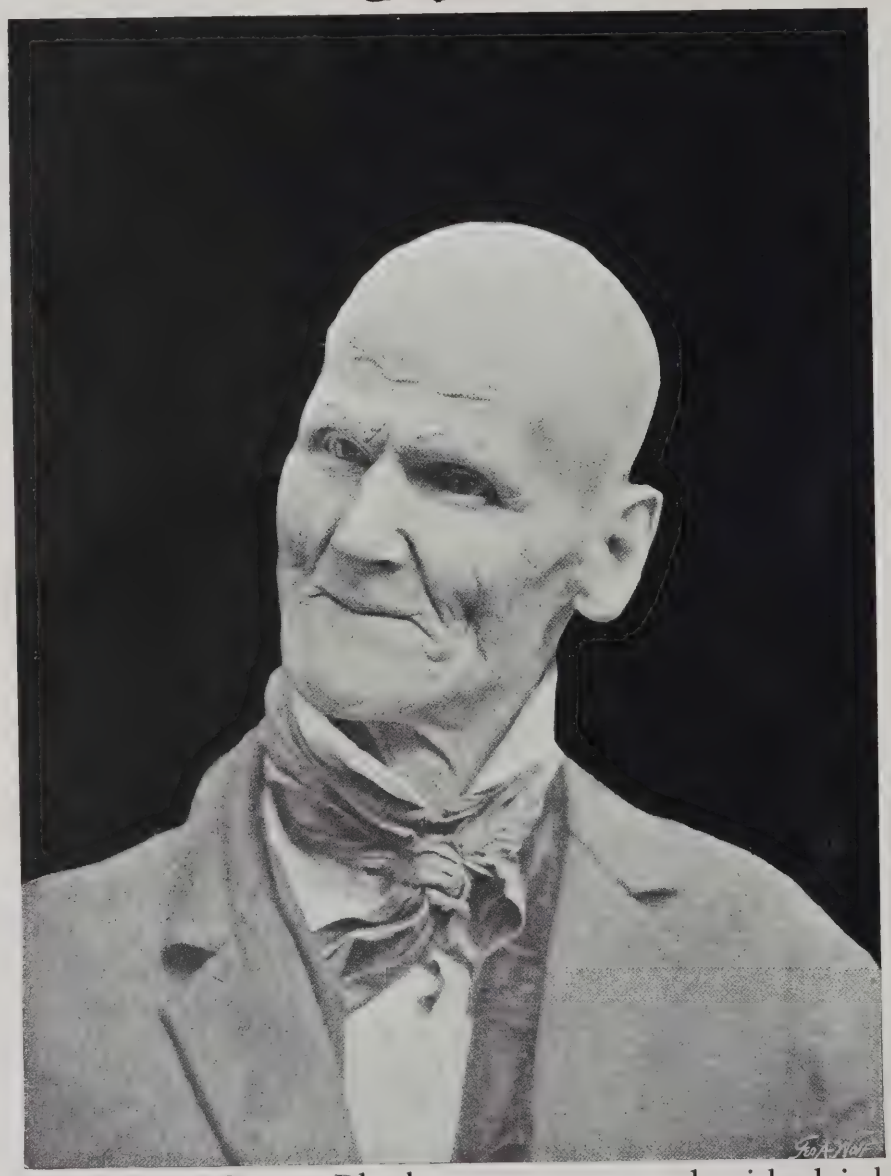

Mascot is made in a special grade of varnish which prevents skinning yet dries rapidly when printed with a high finish with no stick

We have this ink to sell at

20c
30c
40c
50c
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$1.00

We can assure our trade that they will get full value with each price

We pay freight in lots of 100 lbs.

IN OUR opinion Mascot Black comes nearer the ideal ink that each manufacturer is striving for than any ink on the market. Sheets can be turned and backed almost instantly, yet the ink remains fresh on the press and rollers.

F. E. OKIE COMPANY, PHILADELPHIA, PA.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES
Volume Thirty | Chicago, March, 1912 | Number Three

How to Cut Down Cost and Secure Efficiency

J. H. CRAMER, proprietor of the Marmarth, N. D., Mail, writes as follows under date of Feb. 9, 1912:

The National Printer-Journalist is O. K. As to any advice towards its betterment, I hardly feel competent, but would say a greater sprinkling of advertisements of new and clever articles for the use of the trade would help, and more information on how to cut down the cost and less on how to figure up the price. Almost any man can figure himself out of a job, but few can so figure as to keep himself thoroughly secure in work and yet keep the expenses properly within and below the receipts. To my mind, the cost system should be more on the line of cause and effect, with the cause end of it coming first.

Properly understood and applied, the cost system is intended to show the ways to cut down cost and to secure efficiency. The great trouble has been that printers have gone along in blissful ignorance, without knowing what were the costs, where were the leaks or the waste, or why the costs.

Following jobs through the office with an exact record of every step, showing how all the time was employed, is like a diagnosis of a disease. The cost system is the physician that has revealed the existence and location of functional disorders. Printing has been sick for lack of system, business methods, proper knowledge and application of knowledge, and without adequate sustenance. There has been no thorough shop management, or the use of proper efficiency and up-to-date appliances.

If the cost system is not used to discover, and apply, remedies, as Mr. Cramer suggests, it can be of little value in the end. The cause is what is to be sought for all the time. If it is shown that there is waste and lack of efficiency the remedies must be sought.

If any master printer stops with merely ascertaining the cost and charges accordingly, without sense or reason, he will be found simply to be figuring himself out of work, and the efficient competitors will get the business.

The printer must understand his office, know of the capabilities and limitations of both his equipment and of his men. He must understand how to adapt his plant to the best and most economical method of doing the work expeditiously, economically and in finished, skillful manner. We have known a good sized printing plant to be nearly wrecked by the undertaking and getting out of a large job of work for which the office was not fitted, and which the men did not understand how to handle. Twenty-five dollar a week men were put on work that ten dollar a week girls, properly trained to the work, could have done with four times the speed and one-eighth of the cost.

Orders sometimes come into an office that can be modified, through suggestions to the customer, and the work be turned out so as to be satisfactory, that, without such modification and adaptation to the office and its force, could only have been turned out at a loss or at a price that would have been prohibitive—that would have figured the printer out of the job.

There has, perhaps, been too much stress placed on the idea of ascertaining the cost without emphasis on the more important consideration, that it should be a correct, economic, reasonable cost that should be sought, and a price figured that would be both fair to the printer and to the customer.

The printer can not sit back and say that the price must be so much because it has cost him so much. It would be like the story of the man who started a country inn and who, near the end of the first month, secured one guest, to whom he charged the whole month's expenses. When the guest protested the complacent boniface undertook to show that he had only charged the cost to which he had been necessarily put in keeping up the house. He could hardly be expected to collect such a bill or to secure another guest on such terms.

The cost system prevents the omitting of any item or charges that should go into a job, and shows, also, what, if any, items of cost have been too great.

A printer cannot legitimately charge a customer for time put in by a printer in hunting for and pulling sorts from other jobs, nor for time otherwise wasted.

The cost finding system can show just what time has been wasted, and help to the preventing of such waste in the future. The cost system shows what are all the legitimate elements of cost. Properly applied, it ought to reveal all those costs that are not legitimate or that are too high by reason of inefficiency of workmen, waste of time, or lack of equipment. The trouble has been that printers have, as a rule, figured in only a part of the items of cost, omitting many of the overhead expenses, like the salary of the proprietor, the interest on investment, depreciation of type and machinery, bad debts, bookkeeping, estimating, and so on, and hence the apparent inside or shop cost has not seemed too high, while frequently it was double what it should have been.

It is too true that, under conditions as they have existed and as they now pretty generally exist, "almost any man can figure himself out of a job, but few can so figure as to keep themselves thoroughly secure in work and yet keep the expenses properly within and below the receipts." It has to be admitted that one danger in striving to put the prices up to proper figures, including costs of all kinds and a reasonable profit, is that work will be lost; yet it is better to lose work than to lose good money in doing work for less than cost. Nearly all printers, even those counted successful, have found, through the use of the cost system, that they have been doing work at too low figures for legitimate profits. Very many have found that immediate reform in their offices was required and, under the stimulating influence of records of product of each hour in both the composing and press room,—that the proprietor might know the cost,—workmen in some offices have produced from ten to twenty-five per cent more work per hour than previously. It has also been found that the increase of price to cover costs and profit has not so greatly decreased the amount of work or number of jobs secured, but that the profits on the smaller amount of work aggregated more than had formerly been made on the greater volume of work. Business men are willing to pay a fair price for their work. The trouble has been that the printers, with no cost system, have not been able to show, or even themselves to know, what have been their costs. Then we have, as a first step in cutting costs, the knowledge, through the cost finding system, as to what are the costs in each step of production, and where are the leaks,—where the waste of time or the lack of skill or efficiency.

Then, second, there must be secured perfect co-operation and a zeal for making a good record in the output.

Third, in many offices it will be found necessary to add new material, put in larger fonts of type, and keep an abundant supply of sorts.

Fourth, a rearrangement of cases, imposing stands, presses, etc., so that there will be the least possible waste of time.

Fifth, improved working conditions as to light, heat, ventilation, cleanliness, orderliness, comfort, convenience, and the regular systematic forwarding of work.

Sixth, awakening and reforming the indifferent, slovenly, slow, careless, inefficient workmen whose defects have been revealed through the time and product records, or else replacing them by workers who are free from these faults.

Seventh, arrangements for proper care of stock to save waste and to economize in handling.

Eighth, the introduction of improved business methods; prompt delivery of work and rendering of bills; more care in purchasing stock, inks and appliances adapted to the work to be regularly turned out; prompt collections and payment of accounts, and the taking of discounts on all paper and other bills.

MORE AS TO THE COST SYSTEM

Some Good "More Work Through Publicity" Specimens

From Roanoke, Virginia, comes the following letter, and enclosed therewith were samples of catchy, inexpensive advertising that will receive attention further on:

Roanoke, Va., Feb. 19, 1912.

Am pleased to renew and prepay my subscription to the National Printer-Journalist. Check here inclosed for $2.00. You may send me the fountain pen.

I suggest that you present further the cost system to the printers of the country. The business conditions are being bettered, much credit being due Mr. Morgan of your city.

Hope you are enjoying good health. Be a good boy.

Cordially yours. L. E. LOOKABILL.

First, as to the cost system, which is equally adaptable to offices of all sizes and conditions, with or without newspaper or other publications. There is nothing complex or mysterious about the system. It is only a matter of keeping accurate account of expenditures of money and time, including therein as a basis a complete and proper invoice of material and machinery kept up to date, with allowance for deterioration; interest, insurance and all other overhead expenses. To facilitate all this, blanks that are easily procurable have been prepared, but any one can prepare blanks for his own use. These blanks must accompany every job and accurate entries must be made. The thing important is to have an absolutely correct record kept, and the blanks with headings as to all possible items are useful in insuring that nothing shall be forgotten

or be overlooked. The cost system commences with and follows up each unit of production, and the assembling of these ascertained units of cost gives the actual cost of the completed work. The actual cost cannot be known until the work is complete, but the cost system reveals the average cost per hour of production in the office where used, and the average hourly output, so that, with these items established and the cost of stock given, pretty accurate estimates can be made in advance. One thing that has been revealed by the accurately kept records is that there are only a certain number of saleable hours, averaging from sixty to ninety per cent of the purchased hours. If the employer pays for eight hours a day, he can count on only from six to seven hours a day out of the eight for productive work. The rest of the time is wasted in unavoidable delays, idleness, or in doing those things that cannot be charged to any one job. The use of time records helps to lower the amount of wasted or unproductive time, yet there will be a percentage of lost time that cannot be charged to any one job, so that to the cost per hour to be considered in estimating a job there must be added sufficient to cover the proper per cent of lost time or unchargeable time. If the wage is forty cents an hour and the lost time forty per cent, then sixteen cents must be added to the actual wage paid to cover this one item, making fifty-six cents an hour actual cost to the office in wages alone on every hour sold. It can be seen at once that the office of greatest efficiency, where ninety per cent of the time is put in effectively and expeditiously in productive work, has a great advantage over the office where there is less efficiency. But the hour cost includes much more than the time of the compositor, pressman or other worker—it includes all the overhead expenses. This overhead cost includes all the items of salesmanship, superintending and conduct of the business, covering bookkeeping, correspondence, business stationery, postage, wear and tear on type and machinery, interest on investments, bad debts, and so on. In order to get the overhead cost per hour it is necessary to take the expenditure, covering, including and allowing for all these items, for some definite time, as a month, six months or a year, and then divide this total amount by the number of hours shown by the records to have been sold during the period. To illustrate, supposing an office has the following overhead expenses for a year:

Salary of proprietor	$1,500
Soliciting, collecting and advertising	600
Bookkeeping, typewriting and proofreading	1,000
Rents	360
Taxes and insurance	110
Heat and lighting	75
Deterioration on machinery	400
Deterioration on type	250
Interest on investment	360
Freight, waste and handling stock	500
Miscellaneous expenses	125
Loss in bad debts	200
Total	$5,480

This is a total of five thousand four hundred eighty dollars to be cared for by the sold hours of work. We will presume that in this six thousand-dollar office six workmen are employed, and that the average of saleable hours is seven hours a day each for three hundred and ten days, allowing for Sundays and three holidays. This is better than the average, and would give an aggregate of thirteen thousand twenty saleable hours to bear or pay the overhead expenses of $5,480. Dividing this amount by the number of hours and we have a trifle over forty-two cents an hour to be added to the hour cost of wages in ascertaining or making an estimate as to cost of work. These figures are made for an office in a small city where all conditions are most favorable, and where the work-people are not particular as to strict union rules or eight-hour days, if the work requires more hours. The figures are arbitrary and given more as an example as to how to reach hour cost than otherwise. Some items are bunched. It is believed, however, that the total overhead expenses are not too high. It is, of course, understood that the proprietor does much work not otherwise itemized, and naturally a share of the soliciting and collecting, as well as business management and superintendence and general foremanship. There is no separate estimate made for the foreman, as every employe is expected to be a worker, and the foreman's work is covered by the allowance to the proprietor. Greater definiteness with the use of blanks is recommended. An allowance should really be made of five hundred dollars a year for advertising, but as there is in a small office little actual soliciting outside of that done by the proprietor, we have considered that advertising could properly be included with the soliciting.

Accuracy is the first essential in keeping a cost record, and this is especially true as to all time put directly on the different jobs. The overhead expenses can be ascertained at the end of each year by deducting the total paid out for chargeable hours from the total disbursements. To each job should always be added a reasonable profit to cover risks and burdens of business. Every printing office should pay more than an interest on the investment above all expenditures, including the salary of the proprietor, otherwise it would be found much more satisfactory to work on a salary and loan out the money on good security and avoid all worry.

ALL THAT IS CLAIMED FOR IT

Deering, N. Dak., Feb. 10, 1912.

Editor National Printer-Journalist, Chicago.

Dear Sir: Inclosed find my check for $2.00. The Journalist is all that is claimed for it and is very useful around the shop. Yours very truly,

FRED NOBLE.

Banquet of Periodical Publishers

House Warming of the Largest Publishing Plant in the World.—Notable Speakers

GREATER success in periodical publishing than that reached by the Curtis Publishing Company of Philadelphia, in the Ladies Home Journal and the Saturday Evening Post, has never before been recorded. The success contains a lesson as to the possibilities of publications of a high character with highest ideals and replete with human interest. This is by the way.

Having builded and occupied a home worthy of the publications housed therein, President Cyrus H. Curtis and his coadjutors bethought it time to ask their friends to rejoice with them over the attainment. A dinner was arranged and periodical publishers were invited as guests and six hundred of the leaders of thought, and high ideals, and refined sentiment, attended. There was an array of speakers that included two presidential candidates. Besides the banquet the guests were given a breakfast Saturday morning at the Franklin Inn club, which is one of the most unique clubs in this country. Its membership is made up entirely of literary men.

About five hundred of the publishers visited the plant on Friday and Saturday, Feb. 2, and 3. As it was the first time the building had been opened to the general public, it really constituted a formal house warming or "hanging of the crane."

The banquet was given in the ballroom of the Bellevue Stratford and was preceded by a unique and appropriate impersonation of Franklin, in that Philadelphia had been the home of this first great American printer and journalist.

The diners being grouped about the small tables in the ballroom, the lights were extinguished and there appeared in a corner a figure in the similitude of Benjamin Franklin.

This figure, which in real life was no less a personage than W. J. Metcalf, the well-known dramatic critic, delivered, in the character of Franklin, an address of welcome in which he said:

"In the course of a lifetime of varied experiences, gentlemen, I have observed that duty and pleasure are seldom bed-fellows. Tonight I find them lying close together in my agreeable task of bidding you welcome to our city. To every member of this notable gathering, no matter what his calling, I think I was qualified to extend a special greeting as a fellow-craftsman. Among the errata of my life is one for which I should probably blush before this assemblage, and which may call for the apology that I now tender. I refer to my official connection with the postoffice department. In my earlier years there came to me in your special business of writing, printing and publishing, much of labor, much pleasure, some profit and considerable troubles. I have good information that these are still encountered by those who write, print and publish.

"In my later labors I was an humble instrument in the hands of Providence in helping to secure to this country the blessings of a free press, including the privilege of reading the comic supplements of the Sunday newspapers. You have read of our struggles to escape from the tyrannical oppression of kings, lords and ministers. It was a prolonged and wearisome conflict, trying those who engaged in it to the limit of human endurance, but it has to bequeath to you, gentlemen, a free press, a press free from the will of tyrants and from all tyrannical oppression."

To this, the room being still in darkness, a reply was made by Dr. S. Weir Mitchell, who asked of the shade of Franklin many pertinent questions which were aptly answered. Doctor Mitchell also read a poem written especially for the occasion and which was received with enthusiastic plaudits.

After the dinner Cyrus H. K. Curtis welcomed the guests in behalf of the Periodical Publishers' Association, the American Newspaper Association and the Franklin Inn Club. He then presented as toastmaster Don C. Seitz, business manager of the New York World.

The toastmaster told a story about a stout man being rescued from a very much mixed-up condition in a railroad wreck by two negroes, who said, "Now, boss, don't spread yourself, just stretch."

"Gentlemen," continued the toastmaster, "I have the pleasure of introducing to you the governor of New Jersey."

Governor Wilson's Speech

From the beginning to end Governor Wilson was keen, brilliant, oratorical and epigrammatic. He dismissed the pleasantry of the toastmaster with the statement that he had wished once that he could amend the litany, with the sentence, "From all introducers and traducers, good Lord deliver us." The roars of laughter that followed were an echo of the cheers that greeted his introduction. As he proceeded, his remarks were punctuated by laughter.

"Gentlemen," he began, "I am grateful to Providence for my traducers. I could not have chosen them more providentially myself. I look upon this gathering with mingled feelings, remembering how much I used to respect publishers before"—there was a short pause—"they began to publish books for me.

"Honestly, I do not see how some of you men can look one another in the face, when I consider what varying types are here, cheek by jowl. A few moments ago, a man came to me and told me that he had been attacking me as viciously as possible, and he did not seem to mind it a bit. It must be that good nature and audacity which makes you mingle at such times as this so congenially. I suppose that it is all, after all, intended in a Pickwickian sense. It is all in the day's work."

Then Governor Wilson plunged into his address, saying that the literary caste has been broken and that this is a singular circumstance.

He said that the literary medium has become as common as the conversational medium. Newspapers and magazines are open to practically every one, and if men do not get into print otherwise they are written about anyway.

"In the same way political caste is broken," the governor said. "The old molds are broken up; the world is coming to think in common terms about everything. This is a day of reality.

"How is it that some men do not see that the world has changed as they breathe. Everything is new and some men have not found it out yet."

Real Conversation

"Now, gentlemen, it seems to me," he went on, "that the present day idea of conservation is too limited in our view. Because we have been a spendthrift nation we think that conservation means that we shall preserve the forests or create them anew, preserve health; in fact, only the obvious and the superficial is what occurs to us.

"The real thing is the conserving to the American people of their energy, their elasticity, their originative

power, their capacity to hope and their capacity to achieve

"Our task is to see that this great, ardent people are not depressed. In conversations with manufacturers I have noticed how apparent it is that they study every piece of machinery with which they deal except the human machine. They will discharge a workman who drives a delicate piece of machinery too hard, but they do not discharge a superintendent who places a burden too hard to bear upon the muscles, nerves and spirits of the men they employ. We can make new machinery, but we cannot make a new people. That is the real problem of our time, the conserving of the human beings in America at their best when they produce and to reach the realization that they are not tools but partners."

"The spirit of the age has nipped you and you've got to run. Progressiveness means not getting caught standing still when everything else is moving.

"The business of the country has changed, but the country's laws have not changed to fit this new business.

"Some one has suggested that the Constitution of the United States is old-fashioned. There are some men incapable of interpreting the constitution; some who forget that we are not steering by the form but by the principles of our Government.

"When I see that flag it seems to me that there are in it alternate strips of parchment on which are written the rights of man and between them little streams of blood, shed to validate and perpetuate those principles.

"Men have forgotten the history of America if they have forgotten how to be progressive and to fight for principle and liberty. Liberty is simply individual opportunity. They are our standards and we mean to establish government that represents them, not that sentimental or rigid sort of government which soon ceases to represent them; but we are bound to see that the truly representative character of our government is restored."

Mayor Blankenburg of Philadelphia, in speaking of municipal government, said:

"Every age, every period, every day presents its own problem. Questions that seemed difficult and almost impossible of solution yesterday appear today in the light of newly acquired experience and experiment, quite commonplace and easily solved.

"Municipal government in the United States, which really underlies all government, is one of the most serious problems that has ever confronted the citizens of our country. Hitherto our large municipalities have been considered a most valuable and profitable field for political exploitation, with a result that has been vividly described in many magazine articles published during the last few decades. No agency has been more valuable, nor has shed more light upon the difficulties that ever beset us than the magazine. The magazine is one of the greatest educators on municipal government that we have, and the magazine can help more to solve this difficult question than almost any other agency. All intelligent, public-spirited citizens decry politics in municipal affairs. and justly so, for politics in municipal affairs has made the name of municipal government in the United States a byword of reproach all over the world.

"Why should this be so?

"It has always appealed to me that a municipality is simply a corporation and that it should be administered on precisely the same business lines as other corporations are managed. If our great railroads gave work to their employes for political reasons—because they are Republicans, Democrats, Progressives, Prohibitionists, Socialists or what not—the dividends paid to their stockholders would decrease from year to year until at last the corporation might be poverty stricken and bankrupt. The number of stockholders in business corporations is comparatively few—the great Pennsylvania Railroad has perhaps 70,000. On the other hand, every man, woman and child living in Philadelphia is a stockholder in this great corporation we call Philadelphia; we have, therefore, more than a million and a half of stockholders. Should not, then, the welfare of this multitude of stockholders be considered first, and should not the political bosses who look out for themselves regularly and for the public incidentally, be relegated to the rear? This is the question in a nutshell.

No Politics in City Hall

"Philadelphia had an election a few months ago and through this election—temporarily at least, forever let us hope—political management of city affairs by politicians has been banished from our city hall and a strictly business administration installed therein. It is the firm determination of the present occupant of the high office of mayor to demonstrate not only to the people of this municipality, but to those of every boss-ridden city, town or hamlet that politics can be eliminated and business administration installed in its place. The task is not an easy one, but with a firm will and the support of not only those who supported our candidates at the late election, but of a large majority of those in opposition who have since seen the light, this can and this will be accomplished.

"I know of no other agency that can be of greater help than you gentlemen, who have so much to do with molding public opinion. I beseech your support and through you that of the reading and thinking public, in whose hands rests the ultimate destiny of our country."

Senator La Follette paid a high compliment to the periodical, saying in part:

"The free and independent periodical turned her searchlight on state legislatures, and made plain as the sun at noonday the absolute control of the corrupt lobby. She opened the closed doors of the secret caucus, the secret committee, the secret conference, behind which United States senators and members of congress betrayed the public interests into the hands of railroads, the trusts, the traffic mongers and the centralized banking power of the country. She revealed the same influences back of judiciary and other appointments. She took the public through the great steel plants, and into the homes of the men who toil twelve hours a day seven days in the week."

Detective William J. Burns, who was the last speaker, declared that the present criminal laws needed revision, and urged the magazine publishers to back him up in his efforts to rid society of those who seek to prey upon it.

"DOING A GREAT WORK"

Elkins, W. Va., Feb. 10, 1912.

Mr. B. B. Herbert, Chicago, Ill.

Dear Brother Herbert: Inclosed find check for two dollars for another year's subscription to the National Printer-Journalist. There isn't a check that I write with better grace during the year than the one which I send you annually for a subscription to the National Printer-Journalist. You are doing a great work for the newspapers and publishers of the country and I have no doubt you have been as great an inspiration to thousands of others as you have to me.

Wishing you many years of splendid success in your great work, believe me,

Very truly yours,

HERMAN G. JOHNSON.

Building a Home City

How New Castle, Ind., Grows from 3,406 to 15,000 Population by Trading at Home

CHARLES S. HERNLY, president of the New Castle, Ind., Industrial Association, has given the senate postoffice committee an interesting recital of industrial development. He said that New Castle was a sleepy country village with a population of 3,406 in 1900. It is now a thriving city having about twenty-five important diversified industries and a population of something more than 15,000. Though houses have been rapidly built, last year an automobile company employing two thousand hands in their plant found it necessary to invest $150,000 to provide homes for their employes. The success of New Castle caused many other towns to follow its example. Mr. Hernly's services have been asked by commercial clubs in nearly every state. Under his direction Brazil, Evansville and other Indiana cities have succeeded in locating important industries.

Mr. Hernly said that one of the first things they did not do was to send for a lot of mail-order catalogues. Lack of public spirit, he said, would deaden any town. Local merchants had always been active in such development. Any system which disables them from helping in such movements, supporting their local newspapers and extending credits necessary in growing towns, will result in decreased markets for farm products, labor, etc. Lands near a live town are worth much more than lands near a dead town. Any rate which would enable the government to operate parcels post otherwise than at a great loss would be so high as to make it impracticable for transporting farm products. Merchants and farmers prefer to sell goods and products through personal inspection. Where the farmer might save a few cents upon carriage of goods bought from some mail-order house, he would lose much more through deadening of the town and sending its resources to large mail-order centers.

The proposed carriage of parcels by the government for concerns a thousand miles distant at the same price as that charged for a few miles would weaken home ties and loyalty to community interests. It would build up large mail-order concerns to the depreciation of local values. Nearness to a good live town adds to contentment on the farm. Increase of great cities and consequent misery of many unemployed are largely due to dullness of many small towns. Great cities furnish gravest dangers. Carriage of first and second-class mail at a cost regardless of distance might be justified by their diffusion of intelligence necessary for stability of a republic.

The present carriage of merchandise up to four pounds regardless of distance was only incidental; for samples, for information purposes, etc. This has been so abused that it might be more just to transport even merchandise under this limit at rates proportionate to distance.

The chief argument used to locate industries in the central west has been that thereby such concerns would be nearer the centers of population and markets. If the government should haul such merchandise at rates regardless of distance, there would be little inducement for a factory to locate or establish a branch in the west or south. Factories would congregate where labor and power are cheapest. The proposed system, he believed, was "protection to home industries" reversed to destruction of home industries.

"Parcels Post," he said, "is the entering wedge of government ownership and Socialism." It will necessitate large increase of force and equipment. Its chief advocates have introduced bills providing for government operation of transportation lines, including public highways, "at lowest possible rates regardless of distance." If the limit be increased to eleven pounds, why not 1,100 pounds? It has been said that eleven pounds is the weight of a gallon of whiskey, jug and container.

Advocacy of government entrance into express-carrying business is naturally followed, he said, by Socialistic demand for its ownership and operation of telegraph lines, telephones, railroads, coal mines, etc. Individualism, initiative and self-reliance would disappear under such paternalism and bureaucracy. Government conduct of business is more costly and wasteful than private operation. Regulation, not operation, should be had.

Many factories are moving out of the large cities to towns and smaller cities where living conditions produce improved types of citizenship, he argued, and parcels post would stop this movement of decentralization. It would blight the efforts of live industrial organizations for town development. For the government to place the products of factories well established in old-settled communities into the markets of the central west at the same price as charged to local industries, many of which are new and struggling for a foothold, would rebuke the pioneer spirit and punish local enterprise.

He did not believe this to be a true function of the United States Government. Ours differs from those of the old world in its encouragement to liberty of thought and action, equal and exact justice to all. Local merchants, he said, should likewise be allowed to retain the advantages nature and their own efforts and expenditures had given them of their local markets. For the government to deprive them of these, he believed, would be class legislation. Agitation, which it was assumed came from the farmers, really came from retail mail-order houses. Though the voice might be that of Jacob, the hand was that of Esau. To be "progressive" toward Socialism is not real progress, he claimed; but we should seek the "old paths" and oppose further entrance by the federal government into fields of private enterprises.

ELKS AND ADMEN AT PORTLAND, OREGON

There is a common bond of sympathy between admen, business and town promoters, and the Elks, who are always doing something. On February seventh, the admen of Portland, Ore., recognizing this bond of sympathy, gave a lunch at the Portland hotel with the Elks as their guests. It was a rousing, boosting, shouting occasion of which the Evening Telegraph gives the following brief review:

"The club turned the whole show over to the antlered herd and the latter told what the coming grand lodge convention would mean for Portland and for the state.

"Several of the best speakers in the local lodge went into the details of the plans for this great gathering, and that the Ad club is heart and soul with the Elks in making the gathering a stupendous success was evidenced by the repeated applause that interrupted the speakers.

"Always doing something new, something spectacular, fully seventy-five members of the Portland lodge gathered at their quarters at Seventh and Stark at 11:45 a. m., and donned huge gray plug hats with wide purple bands around them, plastered their manly chests with Elk buttons and badges, and then formed into double column and marched through the streets to the Portland hotel. There they paraded up and down among the long vista of tables and sang the official Elk song amid a wild tumult of applause.

"The two organizations got down to business in a hurry, following an interesting dissertation by Governor

West on 'good roads' legislation, which he is fathering. He explained why he had vetoed former measures, and went into detail about the proposed initiative and referendum bills to be voted on at the next general election."

A number of short addresses were made and D. Solis Cohen was introduced as the "Dresden China of Oratory," and made an eloquent address on what the Elks' grand lodge convention will mean for Portland and Oregon. He predicted that Portland would entertain fully 60,000 visitors that week, and that the guests would represent the finest lot of people ever gathered here. A tribute to Portland's proverbial hospitality was made by the speaker, who called attention to what the local Elks themselves had done to bring the national convention here, namely, that of putting up $25,000 as a nucleus of the general fund.

Gus C. Moser, who was given credit by every preceding speaker as being mainly responsible for landing the convention through his brilliant nominating speech at Atlantic City last summer, was the last speaker. He was announced as the "Fireworks of Elkdom," and gave a full outline of the many features of entertainment to be given the thousands of visitors when they are here next July.

The Ad club indorsed the good roads measures and will send a committee of ten to assist Governor West in the propaganda.

COST CONGRESS OF THE FRANKLIN CLUB OF WISCONSIN—PROMISE OF GREAT SUCCESS

National Printer-Journalist, Chicago, Illinois.

Gentlemen: Enclosed we are sending you the programme our coming convention, to be held in Milwaukee. March 8 and 9. We ask if you will not kindly give this publicity in the valued columns of your magazine.

From all indications this state convention and cost congress is going to be a great success. The amount of enthusiasm and energy shown by the printers throughout the state is very gratifying, and we cannot say but what a convention of this kind is going to do an immense amount of good to the printing craft in general.

The Franklin Club of Wisconsin is an organization that was organized six years ago with sixteen members, and up to the present time we boast of a membership of fifty-six, out of a hundred printers in the city. Of this fifty-six we have forty systems installed and the work is going on nicely. We also have assisted printers throughout the state in installing cost systems, demonstrating to them the advantages of installing such a system, and, together with our bulletin, which is published each month, the club here in Milwaukee has contributed very handsomely to the struggling printer in a financial and educational way.

One credit that should be given to the printers of Milwaukee is their generosity towards helping their brother printer to a better living, and the time spent in educating the smaller printer to the proper cost of production. Our members here in the past six years have given a good deal of their valuable time to the club and were very generous in assisting outsiders by showing them the true light. The time has come when the printer of the state is going to reciprocate. He has made the first move and asked for a state-wide Franklin club and asked to add his little mite towards maintaining an office for the purpose of educating his brother printers, so that they may be benefited by the knowledge that they have gained.

We feel enthusiastic over the result thus far gained and we know that this convention will be a great success. It will give us financial strength and this in turn will aid us in spreading the gospel of cost throughout the state. Our one hope and prayer is: "Mr. Printer, know thy cost and sell for a profit."

Yours for co-operation and education for the struggling printers,

PAUL M. NAHMENS,

Assistant Secretary Franklin Club of Wisconsin.

February 14, 1912.

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Announcement and Programme

The Franklin Club of Wisconsin has received numerous requests from printers throughout the state and Northern Michigan to organize a State Franklin club for the purpose of carrying on the educational work more vigorously and also to assist in such legislation as may from time to time be necessary for the protection of the craft. The convention is to be held at Milwaukee March 8 and 9.

That such an organization can accomplish a great amount of good to the printers has been proven in other states where such state organizations exist. In the larger towns of the states where Ben Franklin clubs are organized the printers have felt the value of organized effort, but it is the country job office that is crying for help.

It is the aim of this state organization to assist the local organizations and the individual members of the smaller towns to a better condition and educate them up to the standard of cost and what his product ought to bring him, that this move has been made.

The various committees appointed to arrange for this convention is hustling to make it a success. The programme committee has arranged a most elaborate programme. A special committee has arranged for the entertainment of the guests while here, and will also look after the accommodations.

The Elks' hall has been engaged for this convention. There will be a smoker on Friday, March 8, and it will close with a banquet Saturday evening, March 9.

Programme
Elks' Hall

Friday Morning: 9:00 o'clock—Registration; 10:00 o'clock—Invocation; address of welcome, Mayor Seidel; response, Mr. M. C. Retier, Pres. Wisconsin Franklin Club; election of permanent chairman and secretaries of convention; appointment of committees on constitution and by-laws and nomination; address, "Advantages of a State Organization," Mr. W. M. Castle of Oshkosh.

Friday Afternoon: 2:00 o'clock—"A General Review of the Work of the Cost Committee," Mr. J. A. Morgan of Chicago; "Relation of the Supply House to the Printer," Mr. O. F. Dwight; "Composing Room Efficiency," Mr. A. E. Southworth of Chicago; address, Mr. A. N. Glossbrenner, of Indianapolis; "Salesmanship," Professor Butler of University of Wisconsin.

Friday Evening: 8:00 o'clock—Smoker, special programme.

Saturday morning: 9:00 o'clock—Illustrated chart lecture, Mr. F. I. Ellick of Omaha; luncheon.

Saturday Afternoon: 2:00 o'clock—Address, Mr. E. Lawrence Fels of Philadelphia; "Relation of the Labor Law to the Printer," Mr. Bloom of Neenah News, deputy state factory inspector; report of committees; election of officers.

Saturday evening: 6:30 o'clock—Banquet; "Co-operation," Mr. L. C. Pease, Milwaukee; "Influence of the Cost System Upon the Customer," Mr. W. J. Hartman, Chicago; "Business Ethics," Dr. E. T. Hagerman, Milwaukee.

Pay Them What They Are Worth

Ernest Hesse, 279 Fourteenth Ave., Columbus, O.

ONE of the saddest men I have ever seen in the printing business was an employing printer who had lost one of his employes by the latter accepting the foremanship of another office. The employer knew that he had not done right in not raising the printer's wages before, but it had been put off so long that now the man was no longer with him. The man had been drawing the union scale, and every week the employer felt that he should be paid more. The shop was a pleasant one to work in (which counts for much more than the average employer imagines, I believe,) and the man stayed because he was treated kindly; but after all, it was money that he needed more than anything else, so a raise of four dollars a week was enough to make him change his place of employment.

The wisdom of the plan of paying just a little more than the usual wages has been tried in several places that I know of and I have never known any of the employers who did pay over-the-scale prices to reduce the wages once thus advanced. When they found out the worth of a man he was always sure to receive more money. Although the Standard Oil company can not be compared very well with the printing business, I believe that their example along this line can be profitably employed among those who sell printed paper. By paying a little over the market to men, they always have their pick of the lot. Their men stand by them and are very loyal to the company, on which they look as an institution which has a faithful interest in them; they are always willing to defend its policies even though the opposition is very caustic in its remarks.

Some printers cannot see the value of a man, though I am sure that the greatest majority of them are perfectly able to judge him at his proper worth. I once knew of a case where a compositor happened to secure a number of printing contracts for his employer which amounted to about $300. Now, in the ordinary run of affairs in the office it may be expected that the printer turn in the little jobs of cards and bill heads and expect no commission on them. There is not enough profit on such jobs to pay a commission; but here was a case when some reward would have been in proper order. The employer took it as a matter of course, however, and as a result the printer-solicitor began to think of himself as a possible candidate for a change of work and shop. He happened to be a man who did make a change and is now employed by a rival shop in the same city as a solicitor at twice his salary as compositor.

Another time a young fellow set up a few ads for the firm in a few spare moments; he was encouraged, appreciated it, and now has charge of their advertising, looking after the interests of some of the customers of the house in quite a satisfactory manner, pleasing both to himself and to his employer.

My plan and suggestion then would be to pay your men all they are worth to you. The result of such action may not be like the proverbial four-fold returns, but I believe you will find that the workers will be willing to pay you back more than what you pay them. I believe that the most successful printing house operators of the future are going to follow some such plan.

LAKE SUPERIOR PRESS CLUB

The mid-winter meeting of the members of the Lake Superior Press Association, which embraces the printing and newspaper offices in the Northern Peninsula, was held on the fifth of February at Marquette, Mich. President F. L. Baldwin of the Escanaba Journal was in the chair, and there was a large attendance in spite of the cold weather.

The afternoon was devoted to the study of "Costs." Secretary Henry Allen of the Ben Franklin Club of America was the principal speaker, and he gave an interesting and instructive talk, using the charts of the standard uniform cost system to illustrate his subject. In the course of his remarks he pointed out the absolute necessity that all printers know what it costs to do business, and drove home the point that unless this knowledge was obtained no printing establishment could tell whether or not they were making money on the work that they were doing. The subject was very keenly taken up by those who listened to Mr. Allen's remarks, and he was bombarded with questions which arose in the minds of those who had listened to him. Upon separating, several of those present expressed a willingness to become identified with the Ben Franklin Club of America.

A very hearty vote of thanks was passed to President Hartman for his interest in the printers of the Northern Peninsula in arranging for the secretary's presence at the meeting.

Before the meeting adjourned the following officers were elected for the ensuing year: President, Frank J. Russell, Marquette Mining Journal; vice president, P. O'Brien, Iron River-Stambaugh Reporter; secretary-treasurer, Carl Mason, Gladstone Delta. The annual dinner was served in the evening at the Marquette club, Horace J. Stevens being toastmaster.

TECHNICAL WRITING AND EDITING

New Courses in Printing and Publishing for Students of Engineering, Commerce, Pharmacy, Medicine, Law, and Science to Be Offered at State University

Madison, Wis., Jan. 26.—The technique of printing and publishing, with particular reference to the needs of students in the technical departments, such as engineering, commerce, agriculture, pharmacy, medicine, chemistry, law, who desire to become contributors to scientific, technical and trade publications, will be offered in the course in journalism at the University of Wisconsin, beginning with the second semester in February.

The course will include a study of type, engraving processes, make-up of reading matter and advertising, the preparation of copy, correction of proof, with practice work in these subjects.

An inspection trip to the printing and engraving plants in Chicago and Milwaukee, during the Easter vacation, will give the students in the course an opportunity to familiarize themselves with the methods used in large printing plants.

A number of the members of the faculty, who have had practical experience as editors or contributors to technical and class publications, will give lectures in the course, which will be conducted by Prof. Willard G. Bleyer, chairman of the course in journalism. Prof. W. D. Pence of the College of Engineering, who recently reported the Black River Falls dam disaster for the Engineering News, will talk on reporting for engineering journals. Dr. Edward Kremers of the pharmacy course will talk on scientific and trade journals of pharmacy. John Y. Beaty, of the agricultural journalism department, will give illustrated lectures on farm journals. Prof. Louis Kahlenberg of the course in chemistry will talk of writing for scientific periodicals. Prof. C. K. Leith of the geology department will give a lecture on United States Government publications. Dr. Daniel Starch of the philosophy department will talk on the psychological

principles underlying the arrangements of advertising matter. Prof. R. S. Butler of the business administration course will speak on printed salesmanship. O. C. Gillett, university editor, will give a talk on practical printing.

William Allen White on Parcels Post

WRITING to the convention of the Southwestern Lumberman's Association, held recently at Kansas City, he says:

"I am exceedingly sorry that I cannot attend your convention. It seems to me that the lumbermen of this section are undertaking a work that should commend them to all good citizens.

"The preservation of the home trade to the home town carries with it the preservation of many of our American institutions.

"It seems to me that a lot of good things in American life will pass if the country town passes. And it will pass just so surely as centralization of retail mail order business in cities continues.

"The American country town, the town of from one hundred to one hundred thousand people, preserves better than the crowded city and better than the lonely ranch and isolated farm life, the things that make America great.

"Here in these country towns the spirit of neighborliness is the prevailing spirit. Men come to know one another, and when any two human beings come to know one another, in the one who is intelligent and wise respect always rises for the other. To know one's fellows always is to sympathize with them. Neighborliness spells fraternity.

"The American country town with its broad circle of friendships, with its close, homely, simple relations between men, with its spirit of co-operation and with its economic status that permits the creation of no indecently rich and no abjectly poor, the American country town, it seems to me, is the most hopeful of our American institutions.

"To destroy that town, furnishing the market for the farmer and giving steady employment to labor, means a reorganization of our commercial, social and industrial life that will be revolutionary—and more a matter of doubtful value.

"The mail order house therefore becomes a menace to this country, the mail order house unrestricted will kill our smaller towns, creating great cities with their terrible contrasts of life, with their cruel social relations, with their inevitable caste feeling that come from the presence of strangers who are rich and poor living side by side.

"Friendship, neighborliness, fraternity or whatever you will call that spirit of comradery that comes when men know one another well, is the cement that holds together this union of the States. It is not created in great cities.

"Great cities give much in alms, but little in justice. Only as we know each other well can we treat each other justly; and the city is a wilderness of careless strangers whose instincts of humanity are daily becoming more and more blunted to suffering, because in the nature of things suffering in cities must be impersonal. It is not the suffering of friends and neighbors and kith and kin as it is in the smaller towns. So the mail order house crushing out our towns is drying up the milk of human kindness in our hearts.

"And that brings us back to first principles; if we who live in these small towns in America cannot see that our duty to our country lies first of all in our duty to our neighbors, then we are blind indeed to the basis of real patriotism, for after all patriotism is only neighborly kindness. Patriotism is not in cheering for the flag; it is not in feeling our eyes filled with emotional tears at hearing 'The Star Spangled Banner'; patriotism is just old-fashioned human duty.

"To sacrifice our neighbor, the man who helps the town with its taxes, with its public business, with its myriad activities for neighborly righteousness—to sacrifice that man and his business for the mere sake of saving a dollar on the purchase of a hundred dollars' worth of goods is just as unpatriotic as it is to spit at the flag.

"For the flag if it means anything means the golden rule; the flag means friendly burden-bearing; it means mutual help in trouble; it means standing together against common foes.

"The motto of the mail order house is every man for himself and the devil take the hindermost—and you bet the devil will.

"That spirit never fails to work; and the weak man, the unprotected man, the man alone—the man on the farm, at the end of the fact, when his farm market is gone, when his town is gone, when the spirit of selfishness and greed has left this country cold and hard and mean and neighborless—the farmer will be the hindermost.

"So I am glad to know that this association is taking up this work—a cheerless, thankless but necessary and patriotic task—and pushing it to a successful conclusion. You have my heartiest sympathy and may call upon me whenever I can help."—National Glass Budget.

COMPLIMENTS TOPEKA PRINTERS

Whatever else may be thought or said of Elbert Hubbard, it is certain that he has a way of saying many wholesome things in a strikingly effective manner. He recently visited Topeka, Kansas, and naturally found his way to the home of the Daily State Capital, the biggest and most famed establishment of that enterprising city. He delivered a short address to about five hundred employes of the Capper publications in the lobby of the main office, at 11:45 a. m., Feb. 15. He ranked the printing business as third in importance in the world, placing farming as first and transportation as second.

"I am a printer; I know the taste of the glue roll and the smell of ink. I have served as 'devil' in a print shop. Now I run a print shop and I am proud of my business," said Mr. Hubbard.

"The greatest man America has produced—and I am not talking about Arthur Capper—though he is a great man; he is one of the great men of this country. He preaches to a bigger audience than any preacher the wide world over; he has a bigger church; he is talking to a million people every week. But he couldn't do it without your help. He knows that, too. Blessed is that man who has somebody to do his work.

"Now when I say the greatest man in America I am not talking about Mr. Capper or myself—I am talking about Benjamin Franklin. He was born in Boston, and didn't stay there. He got out, and went to 'Sleepydelphia.' Franklin was a traveler, and when he was 19 he was broke in London. But it is no calamity to be broke in London, or New York, or Topeka, providing you are not morally and spiritually busted. Franklin had something of that. He had strong and skillful and helpful hands. He got a job; he did any job that was to be done. The job that the other fellow did not care to tackle, he tackled. He could set more type than any

other man in the office. He could set type; and he drank no beer.

"Franklin was a working man; he was a printer; he was a writer, a business man, and a diplomat. I am proud to be a printer, and think I am a good printer; and I can get a job and hold it. I would like to work with you in this beautiful, light, well ventilated building. You are prosperous, well educated young girls and boys, especially the girls. I cannot help admiring them. You all look like you enjoyed your work, and I am glad you do. And I am thankful that I have the privilege of speaking to you here in this beautiful place, and I will remember my visit here. So God bless you all."

Later the sage of East Aurora was the guest of Mr. Capper and his party at luncheon at the Commercial club. When the party entered the club's dining room more than a hundred business men were at lunch. The hum of voices ceased and all eyes were turned upon the author and lecturer.

W. S. Roark, a local attorney, rose while Hubbard was busily engaged in eating, and offered a story that dealt with the writer's style of hat. Mr. Hubbard was then called to defend himself. He was equal to the occasion as usual.

"I am reminded of an incident that occurred near Wichita recently," he said. "I caught a train early one morning. I awakened just a few minutes before train time and just made the last car. I found a seat in the coach just as the conductor entered and called, 'Have your tickets ready, please.' I had had no time to buy a ticket, and I reached for my money. Alas, my pocketbook had been left at the hotel.

"In vain I looked for a familiar face. Across from me sat a fellow I had never seen before. A cigar was pointed northwest from his mouth. A derby hat rested over one eye.

"'Hey, Bill!' I said, 'lend me $2.' He placed his hand to his ear and I understood he was deaf. In a louder tone I said, 'Lend me $5.' 'You said $2 the first time,' he replied. I pressed him and he finally gave me a $5 bank note. As he handed it over he said, 'And mister, if there is any change left get a hair cut.'"

The crowd cheered.

"FIND THIS JOURNAL VERY VALUABLE"

87 and 89 Clarence Street,
Sydney, Australia, Dec. 29, 1911.

The National Printer-Journalist,
4618 Ravenswood Park, Chicago, U. S. A.

Dear Sirs: We have to advise that it is our desire that a copy of your valued journal should be posted direct to our Melbourne branch, viz., F. T. Wimble & Co., Ltd., 394 and 396 Post Office Place, Melbourne, Victoria.

Will you, therefore, until further instructed post to them direct one copy of your journal, and if you will kindly send to them your account for the journal, they will immediately remit you for the amount. Of course, we still wish you to regularly forward, until further instructed, the usual copy that you post to us here in Sydney.

We have pleasure to advise that we find this journal very valuable. Consequently, it is our wish that our Melbourne branch should also participate in the benefit of the knowledge from same.

Your prompt attention will oblige.

Yours truly,
F. T. WIMBLE & CO., LTD.,
Fred T. Wimble, Managing Director.

BESPEAKS A GOOD EDITORIAL CONVENTION FOR 1912

Office of the Louisiana Planter,
New Orleans, La., Feb. 13, 1912.

B. B. Herbert, Esq., National Printer-Journalist.

Dear Mr. Herbert: Your valued letter of February 16 and its accompanying bill for $2 has been received and herein I beg to hand you a check to cover the same, which I trust will reach you in due course.

I sincerely hope that in some manner you and Brother Parrott will be able to work up a good meeting this summer. I understand that it has already been arranged to hold it in June, which will prevent my attending, as, having been elected again to the state senate, I shall be in service in Baton Rouge during the entire month of June, and also for eight or ten days in July. It has seemed to me that if we can't arrange a satisfactory excursion our meetings ought to be worth attending just for the sake of meeting each other and staying a few days with each other at some hotel where the expenses are not too great. In fact, some of the meetings of the executive committee, and notably two of those I have attended, one at French Lick Springs and another at Indianapolis, were quite as enjoyable as the more extended meeting of the summer season. With those two meetings of the executive committee to which I refer there was no set plan and no special entertainment, and what was had came on the scene after the party was assembled there.

I have no doubt, however, but that you and Mr. Parrott have the matter in hand and will do the best you can for the association. In response to your request, I would say to send along the fountain pen. Wishing you every success, I am, Yours truly,

JOHN DYMOND.

PORTLAND, OREGON, AD CLUB

The Portland (Oregon) Ad Club opened new quarters at the Multnomah hotel on Wednesday, February 14. This club by its rapid strides in membership outgrew three places during the past year. It had a membership of about eighty last spring, and now numbers close to 400. They hold regular meetings Wednesday noons, at which time an average of 175 attend the lunch and listen to an interesting programme arranged by a different chairman each week. Topics of national and local interest are talked of by men who know, and each chairman has to give an advertising talk before introducing his speakers.

On February 26 this ad club will give a benefit performance of "Get-Rich-Quick Wallingford" for the raising of funds to help entertain the Pacific Coast Association of Ad Clubs' annual convention in Portland during the rose carnival next June. This convention will follow the national convention, and it is hoped that many eastern advertising men will return home from Dallas via Portland and see the rose carnival. The Portland Ad Club will welcome every ad man and guarantees them a good time.

DERIVING A LOT OF GOOD FROM ITS PAGES

Office of The McIntosh Republican,
Ashley, N. D., Feb. 19, 1912.

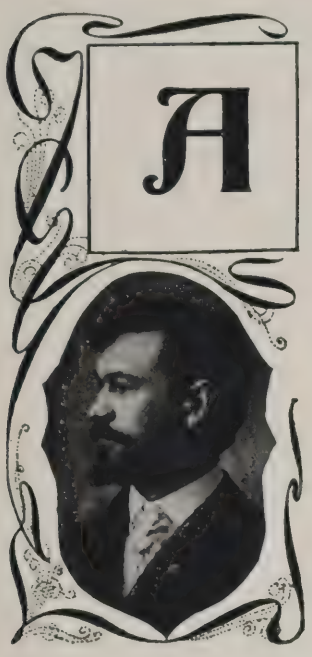
National Printer-Journalist, Chicago, Ill.

Dear Sir: Inclosed you will find my check for $4.00 in payment of my subscription to your publication. As a premium you may send me a set of Rouse composing rules in leather case. I am well satisfied with the N. P.-J. and am deriving a lot of good from its pages.

Yours truly,
M'INTOSH REPUBLICAN,
Per R. E. Klipfel.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.



AS AN introduction to this department this month, I feel that I could not use the space to better advantage than by quoting this letter from Editor Vallee Harold of the Portsmouth, Ohio, Times, which relates to the all-important topic of the cash-in-advance plan in connection with the subscriptions of a newspaper. As this letter is the story of Messrs. Vallee & Taylor's actual experience with the method, no publisher can count the time lost which he may spend in its perusal:

Portsmouth, Ohio, Jan. 17, 1912.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: In a belated reading of the National Printer-Journalist, I note your observations on the value of the cash-in-advance system to papers, and it occurred to me our experience with it might be of aid to some weak and doubtful fellow-publishers.

About seven years ago this very month we resolved to quit the credit system for our weekly and the daily on mail subscriptions. As preliminary thereto, we enticed the publishers of the only other paper in the county into a joint agreement to that effect. However, they got "cold feet" and backed down when the date set came 'round. We went right ahead, nevertheless. We began by slicing our weekly list almost square in two, having first made due and diligent effort to collect all back subscriptions. Let me say right here, though, that we did not make the mistake of dunning through the paper. We sent each delinquent a polite and friendly letter, telling him of our purpose. If he failed to respond promptly, we sent him a more urgent notice, and lastly followed that up with something still more strenuous, eventually placing all accounts with a justice of the peace for collection, and furnishing him, or rather sending out in his name, notice that he had the accounts for collection.

The first year showed we had taken the right course. Our collections, or rather cash receipts, were about $600 better than they had been for the previous year, not counting, of course, the special collections made in putting the list on a cash-in-advance basis. Gradually the list began to rise without any special effort, and before half of the period since elapsed, we had within about 200 as many subscribers for the weekly as we had when we started upon the new plan and before we cut the dead ones off. I believe we would actually have more for the weekly were it not that the daily has been steadily eating into its peculiar territory, through extension of carrier delivery. We have more daily mail subscribers than we ever had and the money is always in the drawer before the papers are sent out.

At first we sent the subscriber a two-weeks' notice of the expiration of his time, then we sent him a letter, enclosed in an envelope, and a return envelope. Finally we hit upon the scheme of sending him a stamped return envelope, with the statement that he could mail the subscription to us in cash, at our risk. This idea was, of course, to avoid the habit of delay "until I come to town." We can not commend this plan too highly. It looks like a big expense to send a return stamped and directed envelope, but it makes the recipient think you think a lot of him. The loss of money in the mails and the dishonesty of claim that it was sent when it was not are not appreciable factors. I should say more than 75 per cent of subscriptions come by mail in cash and yet in the seven years our total losses thereby figured only $2.50. In each instance of loss we had proof outside the word of the subscriber that the money had actually been mailed.

We wouldn't go back to the credit system for a farm. We find it profitable and our patrons have come to say it is the only plan.

Yours with entire regard,

VALLEE HAROLD.

✣ ✣ ✣

Wheaton, Minn., Feb. 22, 1911.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: Under separate cover we are mailing you a copy of the Christmas number of the Wheaton Gazette-Reporter, which consists of twenty-four pages including the cover. It is the largest paper ever issued from this or any other office in the county. We would especially call your attention to the ads of M. P. Levgren, The Fair Store, Nelson & Son, and the Farmers' Co-Operative Mercantile Co. If in your judgment this issue deserves any comment, or if you wish to reproduce any part of it in the next number of the National Printer-Journalist, to which we are a subscriber, we would be pleased to have you do so. Make whatever criticisms you wish.

Yours very truly,

GAZETTE-REPORTER.

By J. W. Miles, Mgr.

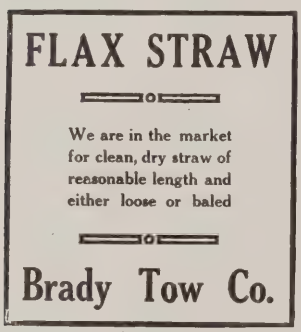
It seems a late day to be speaking of Christmas editions, but so many fine ones came to me at a seasonable time, which I have not until this month been able to review, that I feel justified in commenting upon them now, even though my remarks may be read so far out of season. This from the Wheaton, Minn., Gazette-Reporter is one of these belated specimens, a dandy, twenty-four-page advertisement it is for Wheaton and Traverse county. As to the several advertisements to which Brother Miles has directed my attention particularly, all are about equal as to creditable points, but none is without its demerits. The principal fault in these specimens is a degree of typographical monotony, which becomes weakness, arising from the use of too strong faces for the body and insufficiently large faces for the display. In fine, the compositor has failed to reserve enough white space, and where he did reserve enough, he has distributed

it improperly by throwing it in between lines and even between the letters, instead of framing the various masses in white, which is the secret of strong composition. There are better ads in this paper than those mentioned in the above letter; for

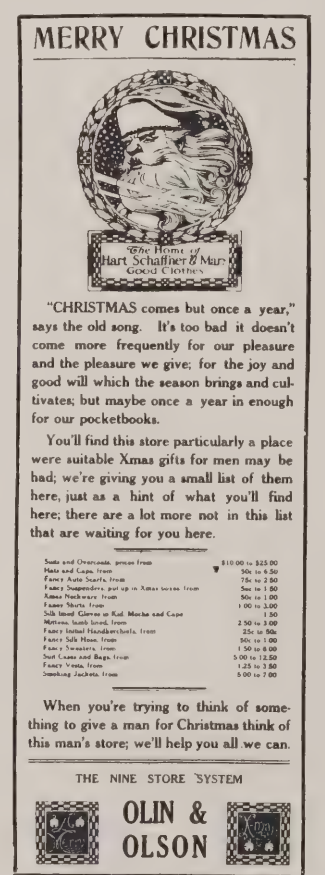
We Have Done Our Part to Make This the
TOYS TOYS TOYS
We Extend a Hearty Welcome to All
Perfume
When Are You Coming to the Christmas Store?
CHINA
Toys! Toys!
HANDKERCHIEFS
GINOR
FANCY GOODS
Jardinieres and Vases
MUFFLERS
LADIES'
DOLLS
We have the Best of Everything in the above mentioned Lines. Christmas Ornaments and Tree Trimmings a Specialty The Fair Store for Bargains.
B. C. DIFFENBAUGH, Prop. Wheaton, Minn.

No. 1

instance, there is that of B. C. Diffenbaugh, which in simplicity and uniformity of typography somewhat excels the others, and, while possessing some of the same fault referred to in the other ads, in the main the result has been more satisfactory. (Exhibit 1.) But there are still other specimens in



No. 2


MERRY CHRISTMAS
The Home of Hart Schaffner & Marx Good Clothes
"CHRISTMAS comes but once a year," says the old song. It's too bad it doesn't come more frequently for our pleasure and the pleasure we give; for the joy and good will which the season brings and cultivates; but maybe once a year in enough for our pocketbooks.
You'll find this store particularly a place were suitable Xmas gifts for men may be had; we're giving you a small list of them here, just as a hint of what you'll find here; there are a lot more not in this list that are waiting for you here.
When you're trying to think of something to give a man for Christmas think of this man's store; we'll help you all we can.
THE NINE STORE SYSTEM
OLIN & OLSON

No. 4

CHRISTMAS Announcement
CHRISTMAS SHOPPING has already commenced. A great many people realize that in order to get the best and most suitable presents it is necessary to buy early before the stock is picked over. Select your goods now and if you don't care to take them home with you let us set them aside for you till Xmas
Christmas Presents for All in the Family
ERICKSON BROTHERS
DRUGGISTS WHEATON, MINN.

No. 3

the Reporter that I like even better than this; for example, take this exhibited as No. 2: no suggestion of mine could improve it; Exhibit 3 is also a pleasing design and well whited out, while Exhibit 4 is better yet. And while I am discussing the ads in this sheet, it should be said that I have been interested and pleased with the great amount of farm advertising to be seen in its pages. There are several quarter-page spaces for different local stock farms, denoting the thrift and prosperity of the country. Right in line with this feature of the edition are the many halftone views of farm homes, scattered throughout the paper. The contents are appropriate and well selected.

✣ ✣ ✣

Chicago, Ill., Dec. 7, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir: We have mailed you for criticism our latest addition to the Authors Roman and to the Adstyle families; also a new application of the Poinsetta border and specimens of some seasonable cuts.

Trusting that you will enjoy looking them over, we are,

Yours very truly,

BARNHART BROTHERS & SPINDLER.

As late as it is, I cannot forego remarking that I have enjoyed looking over these pamphlets from Barnhart Brothers & Spindler. The exquisite workmanship always in evidence in these typefounders' literature is a joy to any printer's heart. The new addition to the Authors Roman does not especially appeal to my fancy, but the new Adstyle relative is an excellent face for advertisement display. Of course, nothing could be more up-to-date and appropriate for holiday printing than the Poinsetta border and ornaments; and, as demonstrated so ably in this folder, there are instances in practical work that both can be used to excellent advantage; but I guess I am rather a fogy, for I do not feel moved to give up that good old Christmas friend, the holly, for this new one, the Poinsetta.

✣ ✣ ✣

In tabloid form, thirty pages and cover, each page having three columns, and all on good stock, issued the Christmas number of the North Shore Breeze, which is published at Manchester, Mass. Things with which we are not familiar always bear the greatest interest for us, and I suppose that fact accounts for the unusual interest I have experienced while looking over this little paper from the east. It is a clean, cultured little publication with an abundance of reading matter of high character, and many advertisements, too, although nearly all of these occupy small spaces. The editorial work is excellent, and the mechanical work all plain and simple. Considerable credit is reflected on the office force for the tasty cover design, composed of type and borders and printed in red and green.

✣ ✣ ✣

Gallatin, Mo., Dec. 16, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir: Under separate cover I am sending you a sample copy of the 1911 Christmas number of the Gallatin Democrat.

On it we want your criticism. For your information will state that all the ads were set in the Democrat office except the Faulkner hog ad and the two-page Farmer Store ad, which came on exchange from the other office in our town.

We call your especial attention to the bank ads. These institutions are really the best index to the thrift and

stability of any community, and with the exception of three, every bank in our county is represented in this issue, most of them by full-page ads. That is a pretty good index to the progressive managements of these institutions and speaks well for the county at large, don't you think? In fact, we have yet to learn of a county that has a more aggressive, solid, enterprising, progressive and thoroughly up-to-date lot of bankers than has Daviess county, Missouri. Or merchants either, for that matter.

Again, for your information, this issue of the Democrat was put out in practically one week's time in an office that employs regularly only a foreman, his assistant and a young lady linotype operator. The only additional help was a pressfeeder and a girl to assist in "throwing in" ads, etc., and a boy and girl to help assemble the parts of the paper. Practically all the ads were set by the foreman, some of them under adverse circumstances of "short" cases of type, slugs, etc., incident to getting up so many, but as a whole we are not ashamed of them and believe that we have undoubtedly the best "all-round" newspaper foreman and printer in Missouri.

With best wishes for a happy Christmas and bright, happy, prosperous new year, I remain,

Yours truly,

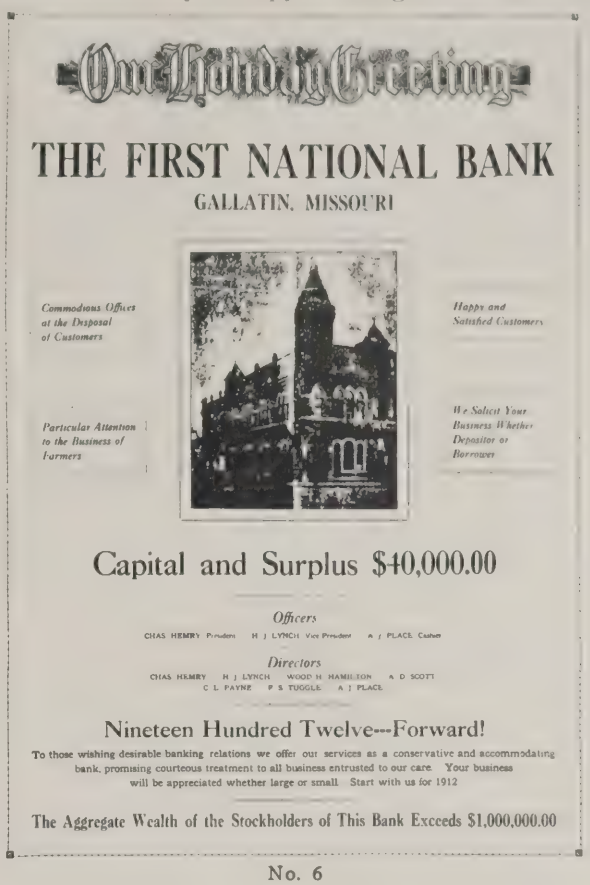
R. J. BALL.

From its attractive cover to the last of its twenty-eight pages, this Christmas special of the Gallatin, Mo., Democrat is a remarkably creditable newspaper creation. The cover design is made up of a halftone from a photograph of an aeroplane loaded with children—"The Democrat's 1911 reception committee of more than a hundred, watching

Merry Christmas
The
FARMERS EXCHANGE BANK
GALLATIN, MISSOURI
'Phone No. 31.
Capital $50,000
Surplus $60,000
WHAT DO YOU WANT?
What We Give You:
YOUR MONEY WHEN YOU WANT IT
OUR MONEY WHEN YOU NEED IT.
Always ready and willing to help our deserving customers
Market reports by wire each day. WHEN YOU SELL DEPOSIT THE CHECK WITH US
Phone in lobby—free on Daviess County Telephone Company's lines. Do you know of any other Bank that has one?
Customers desk all the county papers and CITY LIVE STOCK PAPERS
Your bank book balanced and your checks returned once a month
We strive to give you the Best Service, the Best Accommodations If we can't please you it can't be done Send us your checks by mail
OFFICERS:
JOHN W. MEADE President
R. M. BARNETT
D. HARFIELD DAVIS
Vice-Presidents
HOMER FEURT Cashier
JOE McELVAIN Asst. Cashier
L. M. CALLISON Asst. Cashier
DIRECTORS:
P. P. CLINE Miller
D. H. DAVIS Druggist
W. T. FEURT Farmer
R. M. BARNETT Farmer
P. M. DOTY Farmer
HOMER FEURT Cashier
JOHN W. MEADE President
YOU CAN MAIL YOUR CHECKS TO US. YOU WILL BE PLEASED WITH OUR SERVICE.

No. 5

for Santa Claus." Typographically, the Democrat is such a delightfully clean sheet; this is conspicuously so because the typography throughout is principally roman, and exclusively light faced. And after carefully scrutinizing every one of the many big advertisements in this number, I am in a position to appreciate the fine compliment which Brother Ball bestows upon his competent foreman—and to fully agree that that foreman deserves it. I also have no difficulty in appreciating the enthusiasm


Our Holiday Greeting
THE FIRST NATIONAL BANK
GALLATIN, MISSOURI
Commodious Offices at the Disposal of Customers
Particular Attention to the Business of Farmers
Happy and Satisfied Customers
We Solicit Your Business Whether Depositor or Borrower
Capital and Surplus $40,000.00
Officers
CHAS. HEMRY President H. J. LYNCH Vice President A. J. PLACE Cashier
Directors
CHAS. HEMRY H. J. LYNCH WOOD H. HAMILTON A. D. SCOTT
C. L. PAYNE P. S. TUGGLE A. J. PLACE
Nineteen Hundred Twelve---Forward!
To those wishing desirable banking relations we offer our services as a conservative and accommodating bank, promising courteous treatment to all business entrusted to our care. Your business will be appreciated whether large or small. Start with us for 1912
The Aggregate Wealth of the Stockholders of This Bank Exceeds $1,000,000.00

No. 6

concerning the Daviess county bankers—surely they are the limit as advertisers! The Democrat's regular feature for their annual holiday edition, namely, the publication of hundreds of letters from the little folks to "Old St. Nick," is very much in evidence in this special issue, and a unique idea it is. Other

No. 7

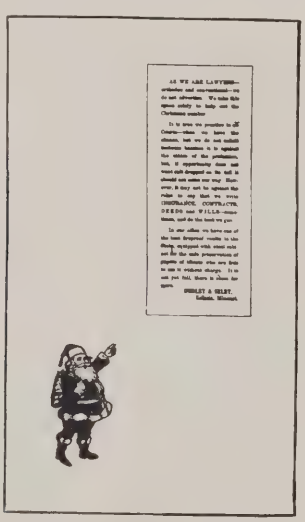
news and special features appeared in other columns, so that, withal, the edition was complete. Able editing and a good print perfected things. For the

edification of my readers I must show a quartet of ad specimens from this sheet, Exhibits 5, 6, 7 and 8. A critic who could find a serious fault in any of

BEST CARS YOU CAN BUY FOR THE MONEY
E-M-F 30
1912 E. M. F. 30 Fore Door Touring Car, Fully Equipped $1,225
Specifications:
FLANDERS 20
1912 Fore Door Flanders 20 Touring Car, Fully Equipped $920
Specifications:
Price $1,225 fully equipped—F. O. B. Gallatin, or $1,145 without top and windshield
Price $920 fully equipped—roadster $700 F. O. B. Gallatin
The Flanders 20 is the only car that has gone from Seattle, Wash., to Hazleton, British Columbia, across country, through dense wilderness and unsettled mountainous country, crossing streams and picking its way through the rocks, a distance of about 1000 miles.
Call and see us, if you are thinking of buying a car, and let us show you why the E. M. F. 30 and Flanders 20 cars are the best cars you can buy for the money
T. J. LEWIS & SON
West side square, GALLATIN, MO.

No. 8

these specimens is one or the other of two things—he is either a better judge than I am, else a bigger crank. This is exactly the kind of type work that I like. Another unique example is that shown as



No. 9

Exhibit 9—and its uniqueness is quite as prominent in the wording as in the liberally whited and originally illustrated design.

\+ \+ \+

Eau Claire, Mich., Dec. 10, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir: I have mailed you under separate cover a copy of the Christmas edition of the Journal for your inspection and criticism. You will note that it contains eighteen pages. We were handicapped in many ways, as we have stone room for only ten pages, and were compelled to dispose of eight pages as fast as printed, to make room for others. The whole edition of 1,500 copies was run off, two pages at a time, on a Diamond cylinder. The Journal is published in Eau Claire, the "biggest little town in Michigan." (Population 400.)

Thanking you for any criticism you may see fit to make, good or bad, I am,

Very truly yours,
L. B. VOKE, Foreman.

The Berrien County Journal's holiday number was inclosed in one of those popular Western Newspaper Union covers, used this year by hundreds of progressive newspapers, that shows old Santa sailing over the land in an airship, and dropping presents to the children below, who stretch out in a line equal, if not in excess, to that at the Chicago postoffice of a Sunday morning. The inside

TOYLAND Welcomes All Boys and Girls—One Entire Floor For TOYLAND
HOLIDAY GOODS PRICED THE LOWEST
GIFTS FOR HIM
GIFTS FOR HER
Dress Goods and Silks
We Give Economy Stamps With Every Purchase of 10c or Over
The Economy
South Bend's Greatest Bargain Store
Transportation Refunded if Your Purchase Amount be $10 or Over

No. 10

pages are quite creditable, especially in point of the manifold advertisements that fill their columns. An eighteen-page edition is certainly a remarkable paper to issue from a shop in a little country place of 400 population. Looking the situation over, I am fully inclined to agree with the appropriateness of the slogan employed by my correspondent in his letter as quoted above. I haven't the space, nor time, this month to enter into detail in description of everything about these Christmas specials, especially not as regards contents, but I cannot forego

No. 11

mentioning that as a whole the contents of this special were highly satisfactory. One special feature was like that mentioned as in evidence in the Gallatin Democrat, many letters from the little ones to Santa Claus being run under a heading by themselves. If Foreman Voke is guilty of the displayed composition in this issue, he has nothing to blush for, because, in the main, his work is highly pleasing, as the accompanying two reproductions (Exhibits 10 and 11) will exemplify.

Harlingen, Texas, Feb. 18, 1912.

Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper: Under separate cover we are sending you a copy of our 44-page Christmas issue of the Star. We would like to know what you think of it.

Our town has only about 700 to 800 inhabitants and less than a dozen retail stores.

We are sorry to say that our first page contains ads this week, but the rush at the end made it necessary.

In the Star you will find a picture of the force who accomplished this feat.

Very truly yours.

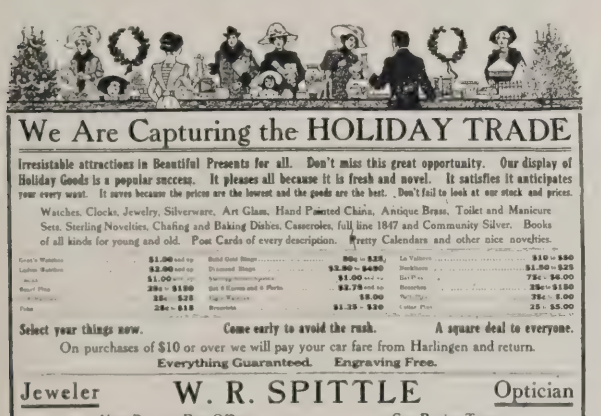
H. A. GIBBS.

To be sure, brothers, if it's a special edition, it's commendable, but each has its own peculiar virtues. This one from Editor Gibbs is commendable for other reasons than that it is a special. There is a degree of local loyalty conspicuous in every page,

If You Are Alive
to the Need of the Moment—
Build Now
and be happy the rest of your life. There's no satisfaction like that born of the knowledge that you have a home of your own. And if you will follow our advice and BUILD NOW you will always be satisfied that you exercised good judgment. We believe this after watching the lumber market for years. Not in years have we been able to offer such excellent grades for all classes of construction—lumber of real quality. This is not a bargain counter lumber, for it has a fixed market value, but by keeping pace with the times and buying only from manufacturers who mill with the most improved machinery, we have secured absolutely the best values our money could buy
South Texas Lumber Co.

No. 12

and the contents generally are worthy of praise. The print is good, too, and the feature of running some pages in two colors showed an ambition deserving of success. I congratulate the publisher and his helpers on the excellent patronage accorded the effort, as evidenced in the many displayed ads in every page. Many of these were treated nicely


We Are Capturing the HOLIDAY TRADE
Irresistable attractions in Beautiful Presents for all. Don't miss this great opportunity. Our display of Holiday Goods is a popular success. It pleases all because it is fresh and novel. It satisfies it anticipates your every want. It saves because the prices are the lowest and the goods are the best. Don't fail to look at our stock and prices.
Watches, Clocks, Jewelry, Silverware, Art Glass, Hand Painted China, Antique Brass, Toilet and Manicure Sets, Sterling Novelties, Chafing and Baking Dishes, Casseroles, full line 1847 and Community Silver. Books of all kinds for young and old. Post Cards of every description. Pretty Calendars and other nice novelties.
Select your things now. Come early to avoid the rush. A square deal to everyone.
On purchases of $10 or over we will pay your car fare from Harlingen and return.
Everything Guaranteed. Engraving Free.
Jeweler W. R. SPITTLE Optician
Next Door to Post Office San Benito, Texas

No. 13

by the compositor, and especially in point of typography are the displayed spaces deserving of commendation; but the design and style of setting are not always excellent, as is bound to be the case during the rush and taxing demands of a special edition. Two good specimens are being exhibited as Nos. 12 and 13. There are other ads, too, in this paper worthy of reproduction, for instance, that full page space of A. W. Cunningham. But I can not show them all. Emanating from a town the size of Harlingen, the special Star is a credit to the place and its producers, whose pictures in this issue I have been pleased to scrutinize.

✣ ✣ ✣

Bertrand, Neb., Dec. 26, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir: I sent you a few days ago a copy of our holiday number for this year, just to show you what a real good piece of work is, gotten out under some difficulties in a country shop. You gave us such a send-off last year that I don't think another similar to it would look well; yet I think you must admit that our effort this year is far more meritorious than that of 1910. This, I am sure, is especially true of the presswork. One page is marred by the use of a set of cheap cuts (stereotype plates) sent out by a large lyceum bureau, which it was impossible to make print up clear and clean.

All the work of writing (except ads), assembling, composition and presswork on this issue was done by three persons, including myself and son, in five and one-half days from the time it was commenced. But, of course, we worked extra hours, one man having sixteen hours overtime, the other two twenty and twenty-five respectively. We spoiled two "make readies" by pulling material from the forms while running at a speed of about 1,400 an hour. Had to patch rubber blanket twice. On one run had a great deal of trouble with electricity in the sheets; but we made it all right in the end. The copy sent you was stapled, but we didn't do that to the whole edition.

Very truly yours,

L. E. BROWN.

Barring the cuts mentioned in the foregoing letter, this special Christmas edition of the Independent Herald, of Bertrand, Neb., is an exquisite

Headquarters for Sensible Gifts
Again We are On the Threshold of Christmas Time and Christmas Worry
Buy Him a Fur Coat, Suit or Overcoat for Christmas
Women's and Misses' Coats for Christmas
Furs are the Richest Christmas Gifts
Silks and Dress Goods for Christmas
Rugs, Carpets, Linoleums and Gift Giving
Leather and Velvet Hand Bags
Fancy Baskets and Pictures Half Price
Gentlemen and Christmas
Christmas Handkerchiefs
Table Linens and Fancy Linens
Fill the Stocking With Footwear Buy the Footwear Here
Blankets Are Nice Gifts
Christmas Suggestions at Close
Groceries for the Holidays
Candies for This One, That One and Every One
The Store is ready for Christmas. Come for pleasure if you will, for inspiration or helpful suggestions. It's our invitation. Come! Store will be open until 9 every night.
..PHILLIP SWANSON..

No. 14

piece of work. This is true, in the main, with all features of its creation from that of the editorial chair to that of the last department. The contents

are versatile and high grade, the mechanical makeup is wholly worthy of approval, the composition is delightful, and the presswork as fine as will ever be seen in the country press. The cover design for this edition consisted simply of an enormous cut of Santa Claus in a panel that filled the entire front page. The next page was filled up by a beautiful advertisement, as illustrated in Exhibit 14, and in Exhibit 15 may be admired the third page, which

The Independent Herald

ANNUAL HOLIDAY NUMBER

BERTRAND STORES PREPARED FOR THE HOLIDAY SEASON

Their Large Stocks Are Ready for the Throngs of Christmas Shoppers and Are Attractive in Variety and Arrangement.

Brief Review of the Year

OUR HOLIDAY NUMBER IS WELL PATRONIZED BY ADVERTISERS

Bertrand Business Houses Give Loyal and Liberal Support to the Herald's Annual Booster Edition.

No. 15

in ordinary issues is the first or front page of the sheet. No one can fail to appreciate the excellence of this specimen. Another fine full-page ad is reproduced as Exhibit 16, and is so good that no further praise from my pen could help it. There are many more excellent displayed spaces in this paper which would ordinarily make good illustrations for these columns, but which, under the circumstances, must be omitted this month.

✣ ✣ ✣

Another Christmas edition worthy of mention is that of the Hinsdale, Ill., Doings, which was issued on heavy green stock. If readers were all as familiar with this neat little publication as I am, they would recognize it as a four-column tabloid, in which form the twenty-four page holiday number, elegantly impressed, and immaculate throughout, made a pleasing creation.

✣ ✣ ✣

The Robinson, Kan., Index, that excellent representative of the "Sunflower" state, published by this department's long-time friend, Harry M. Leslie, also issued in special form for the holidays. It combined in its cover both the two Christmas colors referred to separately in the two reviews immediately preceding this paragraph, the stock being green and the printing red. The same big cut of Santa referred to as gracing the front cover of the Independent Herald of Bertrand, Neb., was used to embellish this home-made cover on the Index,

Satisfactory Christmas Gifts at Dunning's

Usefulness combined with beauty produces the most satisfactory of all Christmas gifts. We have made special provision to afford gift seekers opportunity to select appropriate presents.

See our Blankets, Comforts, Underwear, Caps, Hats, Mufflers, Overshoes, Leggings, Sweaters, Duck Coats, Gloves, Overalls, Mittens.

Our Closet Shirts, Collars and New Neckties are all the latest and most stylish that money and good taste can buy.

OUR CLOTHING DEPARTMENT

We have told you about our clothing so often it seems useless to mention it again, but we want you to know we still handle some of the best lines it is possible to get, in all the newest and latest styles.

The Ed V. Price Can't Be Beaten

for quality, durability and its perfect fits. Also the Carl Joseph and the L System are good as ever.

SHOE DEPARTMENT

Our Shoe Department gives you a choice from the cheapest to the most perfect styles of fancy and fine dress shoes on the market. Our Men's, Women's and Children's shoes are the best shown in the west.

ENDICOTT, JOHNSON & CO. SHOES

Direct to You

When you buy shoes made by ENDICOTT, JOHNSON & CO. you can depend upon getting more for your money than it is possible to get elsewhere.

OUR DRESS GOODS department is being added to every week with the newest and best the market affords.

These all make useful and appreciated presents, and we are offering them at the usual low price of the all year round—not putting on a high price just for Christmas time, but giving you the advantage of a good article as cheap as can be bought.

HOSIERY

Every woman loves good hosiery. For our Christmas trade we have a fine silk stocking which your wife or sweetheart would be delighted to accept as a Xmas gift and all other kinds—woolen, plain cotton and fleeced.

Wishing you all a Merry Christmas and a Happy and Prosperous New Year.

We have Christmas Novelties too numerous to mention, so invite inspection.

AT THE DUNNING PLACE, IN I. O. O. F.

No. 16

which, aside from a few extra pages and advertisements, constituted the special feature in this Christmas edition. In closing, I must say I am surprised that two such excellent shops should have chosen this cut as an embellishment for their front cover, and impaneled it in the center of that page, without conceiving the idea of adding a narrow panel at either side of the main panel, and thus filling up and completing the design.

✣ ✣ ✣

The Oblong Oracle, another Illinois sheet, had the babies again—a whole pageful of them, beneath which is this clever squib: "The Very Independent Order of Stocking-Hangers. These are some of the members of a secret order that is older and more influential than any of those described on the inner pages. It originated in the Garden of Eden and has representatives in all the inhabited world. We selected the photos haphazard from the collections of the local photographers and don't know

who a tenth of them are. Do you?" There were forty-eight pages in this special edition, all replete with matter of a special nature, nearly every bit of it, and all illustrated with photographs. Each page was illumined with colored border, all very "Christmassy," and many interesting local matters were written up, a page being given over to each. Among these were the histories of the churches,

WARREN SENTINEL-LEADER

Warren, McDonough County, Illinois, Wednesday, Dec. 13, 1911 Vol. 33 No. 44

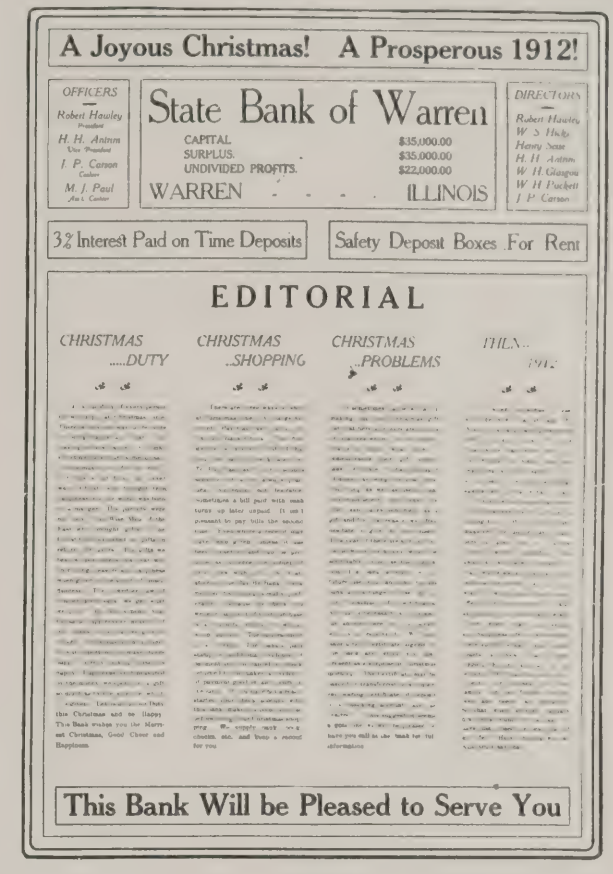
FREEMAN A. TISDEL
Founder of the Village of Warren

No. 17

lodges, schools, etc. And not of least interest to me was the page devoted to a description of the office force and their troubles incident to the publication of this big edition, which was put up in a style calculated to make a sourer person than I laugh. But there are parts of this writeup, too, not intended to be funny; but it's all highly interesting to me, and it must have proved to Brother Sheets' own local readers. Every other page is an ad, and these show able treatment. Presswork is excellent, so that, withal, the Oracle force may well feel proud of the result of their long weeks of hard work.

✣ ✣ ✣

Now, while the Hinsdale Doings printed on green, the Warren, Ill., Sentinel-Leader printed on that other Christmas color, pink (which is as near to red as would do to print on), and a very clever creation it proved, too. The edition consisted of two quarto sections inclosed in the Western Newspaper Union's cover, and in every department I consider it as nicely gotten up Christmas number as this department has been favored with this year. It is particularly excellent in typography and impression, but most of all it excels in point of contents. Many feature stories have been produced for this issue, every one of them built around an interesting topic and cleverly written. The illustrations are profuse and especially well brought out by the press. Instead of letters from the little


A Joyous Christmas! A Prosperous 1912!

OFFICERS
Robert Hawley, President
H. H. Antrim, Vice President
I. P. Carson, Cashier
M. J. Paul, Asst. Cashier

State Bank of Warren

CAPITAL $35,000.00
SURPLUS $35,000.00
UNDIVIDED PROFITS $22,000.00

WARREN - - - ILLINOIS

DIRECTORS
Robert Hawley
W. S. Hoke
Henry Sease
H. H. Antrim
W. H. Glasgow
W. H. Puckett
I. P. Carson

3% Interest Paid on Time Deposits

Safety Deposit Boxes For Rent

EDITORIAL

CHRISTMAS ..DUTY

CHRISTMAS ..SHOPPING

CHRISTMAS ..PROBLEMS

THEN... 1911

This Bank Will be Pleased to Serve You

No. 18

folks, pictures of the babes themselves are presented, a group of darlings appearing on different pages. The mechanical makeup of the Sentinel-Leader is without a flaw, generally speaking, and

SANTAS CHOICE

Holeproof Hosiery

WORTHY GIFTS FOR The Shopper's Consideration

Come to Our Store and Accept These Gift Offerings and Your Christmas Shopping Will be a Pleasure

A XMAS BOX of Holeproof Hosiery

$1.50 - - - $2.00

Famous "Comfy" Bedroom Slippers Dainty Colors $1.00 $1.50

Indian Slippers GUARANTEED Genuine Buckskin Men, Women, Children $1.00 $2.75

A MERRY CHRISTMAS

RALSTON SHOES— A Christmas Gift for Him

A HAPPY NEW YEAR

HIGH GRADE BOOTS Tans, Suede Dull, Patents $2.50 $3.00 $3.50 $4.00

We have just closed our second successful year in selling shoes with an increase of fifteen per cent over last year and with great satisfaction to our patrons. In the coming year we expect to increase our sales over last year at least 25 per cent, because we know the quality of our shoes and our low prices warrant such increase

SEE OUR SHOW WINDOW DISPLAY

DOUBLER'S

WARREN'S LEADING SHOE STORE

No. 19

the fine front page is reproduced as Exhibit 17. And speaking of remarkable bank ads, as we have

[Continued on page 206]

"Good Roads and Good Prisoners"

"LEND A HAND" is the name of a periodical, published by the inmates of the State Penitentiary, Salem, Oregon, and claims to be the only prison magazine on the Pacific Coast. It is largely devoted to matters of prison reform, the causes of criminality, and the means and ways of making better, instead of worse, those sent to prison for offenses against law and society. It strongly favors the indeterminate sentence and parole systems. It sustains its views with convincing arguments and well authenticated illustrations, incidents, precedents and examples. However, our attention has been particularly attracted by an article in the February issue entitled "Good Roads and Good Prisoners," because we have been for a long time prejudiced against the working of prisoners on the public highways. The article contains some good suggestions that will be found of value to editors of home papers who are seeking for local betterment and improvement through the construction of good roads. The Editor, who is only designated as "Prisoner No. 6435," says:

We believe in working every prisoner on the road who is physically able to do such work. Without guard, of course—if possible; with guard if necessary. By persistent inquiry among the present inmates of this institution we find that ninety per cent are of the same opinion. The work is healthful and of great benefit both to the state and its charges. Idleness is not conducive to reformation, but, on the contrary, breeds mischief.

Good roads bring more returns for the investment than any other form of expenditure. To a state like Oregon, with its thousands upon thousands of fertile idle acres and other resources, idle for lack of road facilities, the benefits derived from good roads cannot be computed. The development of good roads is one of the most valuable assets of the state and of great value to the public at large, and of more real value to the farmer, who is the backbone of the country, than any other one class. To be sure, the traveling public at large is benefited, and especially the motorist. And why shouldn't they be? The motorist is the real promulgator of good roads, and motor clubs as well as individual motorists are, or would be, heavy contributors to the good roads fund. Their vehicles are taxed for that purpose. But, after all, it is the experience of all countries that good roads benefit all, one way or another.

It seems to be somewhat difficult to get big property owners in line to the support of bond issues necessary for the building of good roads, but there is little doubt that most counties could well afford to put over a bond issue at no more expense than they are now putting into the maintenance of roads that are not good and never will be until built in a scientific manner, for good road building is a science in a class by itself.

In some quarters objections are raised against putting prisoners at work on roads, at practically no wages, while there are so many idle men seeking employment. Such objections are tiresome, to say the least. If the counties voting bonds desired to give employment to free men, they could do so and still have work for state prisoners, as there is road work enough to furnish employment for all the idle men and prisoners in the state for years to come.

Some time ago in one of the state papers appeared the following: "As we measure the intelligence of American communities, the cost of bad roads should be considered as intolerable. Bad roads considered as an entity throughout the state absorb more energy and absolutely waste more money than any single economic evil which affects industry. No other outgo, except that occasioned by crime, imposes a heavier burden on the people; and there is only one way to stop it and that is to build good roads."

In the foregoing it is charged that crime imposes a heavy burden on the rate payer, which cannot be denied. The next heavy burden is bad roads. Within these walls are four hundred men who are willing to offset that burden as much as lies within their power. How about it?

After carefully reading the pages of this journal, we feel that the present method of so-called punishment of criminals, for the protection of the public and the welfare of society, deserve much more study and earnest, thoughtful treatment than have been given thereto by the newspapers. Movements for prevention of criminality and the removing the causes thereof through affording to all healthful surroundings and providing proper food, clothing and education, should enjoy honest support by the press. To provide wholesome conditions for the young, and to give each and every individual an opportunity in life, are duties that society owes to each and all; but crime, having been bred through neglect, indifference and brutality, there must be now used the best methods obtainable for the reform of criminals, and this can be best accomplished by healthful outdoor employment, with encouragement through parole for good behavior, and all possible helps to new and better lives. Good conduct and evidences of sincere desires for reform should ever receive recognition. The government has taken wise measures to stamp out the causes of physical diseases to prevent the spread of contagions, but has rather fostered breeding places of crime, and has provided no broad, effective means for preventing the spread of criminal contagions. Hard conditions, that teach the young and innocent that this life is only a fight of man against man, an unequal struggle of the poor and unfortunate individual against business and society, breed not only the brutal and the vicious, the committers of crimes of stealth and violence, but the greater criminals in politics and business—the bribers, the corruptionists, the betrayers of trusts and the wreckers of banks. Crime costs this country much more than does preventable diseases, and twofold more than the whole cost of free education and the enforcement of proper sanitation—more than do all the public improvements. Yet the press has been singularly neglectful in efforts to arouse a public sentiment that will wipe out the breeding places of crime and criminals. There has been too little agitation by the newspaper men for permanent provisions that will give all the youth a chance to grow into strong men and women, amidst wholesome influences, instead of those influences that lead to the belief that all men are their antagonists, while surrounded, blighted, weakened, made vicious and criminal by want, filth and the fumes of vice and drunkenness.

It is the duty of the free press, in a free republic, constantly to agitate for the best conditions for all the people, especially for those who are poor, weak and helpless. It is as much a duty, and much more important to the community, that vice and crime be prevented as that bodily diseases be stamped out or their spread be prevented.

Good Counsels From Australia

INTELLIGENT organization with the purposes of broader knowledge, better understanding and mutual helpfulness, is coming to be recognized over all the world of highest enlightenment as necessary to stability, prosperity and success in all fields of commerce and industry. Ignorance of one another, with consequent enmity and warfare, has been found, among members of the useful callings, destructive instead of promotive, and the old idea of unfriendly competition has been proven the death instead of the life of legitimate business. The Australian Printer, published at Adelaide, S. A., Australia, No. 4, Vol. I, of which publication has reached this office, puts the truth as to the necessity and states the truth in this regard as follows:

Every day it becomes more and more apparent that in order to achieve the desired improvement in the condition of the printing trade there must be a better understanding among printers as to—

1. What is fair and what unfair competition;
2. What is the correct and what the incorrect system under which to charge up work;
3. How to combat the machinations of the individual who seeks to influence prices by pitting one firm against another; and,
4. How to promote a more generous and trustful spirit toward one another.

Dealing wisely with the above needs will help materially to make the year 1912 one of greater prosperity than any of its predecessors. Combination for the prevention of exploitation is right and proper, and union in order to prevent mischievous and ruinous price-cutting is to be commended. Nearly all sections of the trading community have realized its necessity and provided means for regulating the charges for the commodities they sell. * * * From our international files we gather evidence of the immense advantage that has accrued by printers in given localities meeting together at midday luncheons and evening socials, where the difficulties and possibilities of the craft are talked over. As a result there has been an improvement in prices, increased confidence in one another, and a general uplift of the trade.

The following excerpt from the "Aims and Objects of the Printers' Board of Trade of Philadelphia" should prove interesting to our readers:

Board of Trade Ethics

Recognizing the fact that in the conduct of our business no individual or concern in any community can act without regard for their neighbors and competitors, and that while the spirit of competition has been so firmly lodged in the human brain and so keenly sharpened by the methods of everyday business life as to cause it to enter into and influence every transaction, but at the same time believing there are methods of competition which are clean, honorable, and legitimate, whereby we can compete without wronging others and without demoralizing the business in which we are engaged, we recommend the following to all our members:

Our Duty to Ourselves

The code of ethics best calculated to elevate the status of employing printers must be evolved by the development of moral and intellectual manhood. We should, therefore, firmly resolve to test every transaction by the standard of truth and justice.

Take advantage of no man's ignorance, and see that employes are truthful and straightforward, and not misrepresent or overcharge the confiding.

It is an absolute essential in honorable competition that we prove ourselves as honorable in every particular as we would have our competitors.

Mix freely with intelligent and honorable members of the craft, and study their ways and methods, and endeavor to secure a reputation in the community as an intelligent, honest, first-class business man whom people can trust with their work without competitive bidding.

Every printing establishment should have some system of ascertaining the actual cost of every job. It is in this way only that the business can hope to be relieved from the damaging effects of guess prices. Such a system should not only ascertain the facts but record them, so that they can be referred to understandingly and the information immediately ascertained.

The expense of doing a business involving wear and tear of material, interest on money invested, bad debts, rents, taxes, insurance, bookkeeping, and various other items should be ever before our eyes, and we should never forget that these must be as surely levied on each particular job as its labor cost. Never under any circumstances should the minimum cost plus a fair profit be departed from. We should feel here a double restraint; in the first place, to cut the cost is foolish; in the second place, it is wrong.

When estimates are asked for by any person on work done by another printer, with plain intent to find cause for a fancied unfairness of the price charged, they should invariably be refused; it is not safe to criticise any price until one is in possession of all the facts. The work itself when done does not say whether it was done by night or by day, with a few or many alterations; these, with many other unknown conditions, may have controlled the price.

On no account consent to pay commissions to bookkeepers, secretaries, purchasing agents, or others who have work to give out; it is demoralizing to both the giver and the taker.

Our Duty to the New Member

When a new competitor enters the ranks welcome him as a new soldier to the field, and help him to any information and assistance which will enable him to overcome the difficulties which all have so much trouble in surmounting.

Rest assured you can make no better or more profitable investment of the time necessary to do so.

It should be a duty and a pleasure to impart to our less experienced competitors the knowledge we possess, so long as we are satisfied that the information generously given will be honorably used; in this way the element of ignorance which does so much to demoralize the craft may be partially eliminated and one of the most dangerous factors of competition destroyed.

Remember that knowledge kindly imparted makes a business friend of one who would probably otherwise become a business foe.

The young employer who starts with a small capital and does most of his own work should ever remember the honorable nature of his calling, and never make the mistake of supposing that because he does his own work he can do it for less than his neighbor who employs fifty or more hands, superintendents, and foremen. He should rather insist that the work which he does with his own hands will be better done, and therefore he should receive more for it.

Industrial Turmoil

The following from this same issue, under the above caption, following the article quoted, suggests that Australia, with all her laws as to enforced arbitration and in protection of wage earners, is still not free from the troubles brought on by unreasoning or selfish agitators who seek power and gain through the stirring up of avarice, class prejudice, jealousy, suspicion, hatred and strife:

Concurrently with the phenomenal prosperity that of late years Australia has been experiencing there has arisen an industrial unrest which, unless measures are shortly taken to stem its influence, must lead to a national catastrophe. We recognize that as a natural sequence to human progress there is today a new working-man, and that, helped by the educational facilities of which he has been able to so freely avail himself, there has evolved a more enlightened type of artisan. We realize, moreover, that there can be no new working-man without new conditions. All this as a matter of course. But what is to be severely deprecated are the bludgeoning tactics of the leaders of the men when they desire an alteration in their industrial life. By many it is believed that to seek a peaceful conference with their employers is to admit weakness, to show want of courage. Nothing short of an arrogant demand will satisfy them. It is here, unfor-

unately, that the foundation is laid of so much bitter travail between master and man, and where much is done toward alienating the sympathies of employers with the claims submitted. In many instances, too, unless all the demands of the men are most voluntarily conceded there is a widespread wish to "down tools!" Any suggestion at the modification of some of the terms desired would be fraught with the gravest misgivings. Not only would it suffice to render a conference abortive, but it might very easily precipitate a general trade union tumult.

For the first six months of this year there was a record of fifty-one strikes in Australia. That this discloses a most deplorable condition of affairs there can be no two opinions, and in our view is so grievous as to warrant state intervention. So deep-seated has the laborer's discontent become that, no matter how improved his conditions, how infinitely better his lot today, he is determined no element shall deter him from waging the fiercest war against capital and the present organization of industry.

If anything less than an industrial cataclysm is to be avoided this bickering and agitation must cease. It must be supplanted by a more reasonable attitude of give and take. Government machinery has been provided in Australia for the peaceful settlement of trade disputes, and it is only in proportion as that system is observed that there can be an end to this ferment. Every strike, barbarous and far-reaching as its effect must ever be, is a flagrant violation of that method; and what measures should be taken to prevent its breakdown and to keep inviolate the principles of industrial legislation is for the various legislatures to determine. Surely in the Parliaments of the Commonwealth there are to be found statesmen with high ideals and a wide outlook—men who will fearlessly declare that those statutory laws which should stand for peace and good order shall not be despotically outraged.

No society is secure, no liberty can exist, where large bodies of men are taught that they have a right to declare war on others, or to seek the enforcement of their demands by violence, by attacks upon citizens, or to combine to save offenders against the rights or persons and property from punishment for their crimes. It is not fair nor honest to place the blame all on the few who could never carry out their deeds of destruction, or had any incentive thereto, without both the moral and financial support of the organization back of them.

We need more teachings as to the mutual interests and as to wise and just co-operation, and mutual understanding, between employers and employes, and "how to promote a more just and truthful spirit toward one another," whether furnishing the capital to give employment, or the labor to make acquired capital yield profits, and to secure capital through wages for use and future employment.

INTEREST AND PROFIT

Office of The St. James Plaindealer,
St. James, Minn., Feb. 19, 1912.

B. B. Herbert, Chicago, Ill.

Dear Brother Herbert: Inclosed find my $2.00 for another year of your valuable journal. You may send the set of Rouse composing rules as a premium. I find the National Printer-Journalist always has something of interest and profit to me in it. Hoping to see a lot of the boys in June, I am,

Yours truly,
WILL CURTIS.

Pittsburgh Typothetae Banquet

MORE than 200 guests were inspired by the oratory and amused by the good humor and frolic which characterized the annual banquet of the Pittsburgh Typothetae, representing the printing, bookbinding, stationery, type supply and publishing firms of Pittsburgh and western Pennsylvania, in the Ft. Pitt hotel, February 19. W. B. McFall was toastmaster. John C. Hill, formerly manager of the Printers' Board of Trade of Baltimore, Md., in his address reviewed the condition of the printing and publishing business and argued for the adoption of the cost system adopted by the United Typothetae of America. A. E. Davis, of Philadelphia, assistant secretary of the national organization, spoke on "For the Betterment of the Printer."

The other speakers were A. M. Glosbrenner of Indianapolis, Ind., first vice president and chairman of the general executive committee of the U. T. A., who talked on the "United Typothetae," and W. A. Donkin, manager of the Pittsburgh Industrial Development Commission.

Mr. Donkin lauded the work of Pittsburgh publishers, and praised the efficiency in the Pittsburgh printeries. He told of the campaign which had been inaugurated to keep all printing business originating in Pittsburgh at home for the benefit of Pittsburgh printers. He regarded the publishing enterprises as among the "diversified industries" which Pittsburgh just now is seeking to establish in goodly number.

Sound philosophy was combined with a little nonsense and music. Among the entertaining features were several sketches presented by printer vaudeville artists. Songs were rendered by William Evans, E. B. Oursler and Harry Miller. The banquet closed with a talk, "A Frolic with the Ghosts," by H. W. Rogers.

The committee in charge was composed of E. F. Anderson, Frank Braddock, J. C. Bragdon, Robert D. Clark, Jr., J. F. Dunker, Robert L. Forsythe, W. J. Golder, B. F. McPherson, H. P. Pears, Joseph F. Stevenson, Charles F. Warde, Frank B. Williams, James G. Connell, Jr., and J. C. Robertson.

The printer devil "college" yell was a constant war cry in emphasizing the applause. Here it is:

P-I-S-T-O-L
SHOOT the fool Boss who does not figure
P R O F I T

The arrangements were the most elaborate the Typothetae has made in the history of its annual affairs. The menu:

Crab Flake Cocktail
Assorted Fancy Relishes
Consomme Princess
Filet of Kingfish, Bercy
Breast of Chicken, Maryland
Potato Croquettes French Peas
Waldorf Salad
Frozen Cabinet Pudding
Assorted Cakes Cheese Coffee
Cigars

Firms contributing to the banquet were: Alling & Cory, American Type Founders Co., Samuel Bingham's Sons Manufacturing Co., J. C. Bragdon, Chatfield & Woods, Hart & Zubelder Co., Jaenecke Printing Ink Co., Pittsburgh Electrotype Co., W. M. Radford, Robert Rawsthorne Engraving Co., Standard Electrotype Co. and West Penn Paper Co., of Pittsburgh; Ault & Wiborg, Cincinnati, Ohio; Babcock Printing Press Manufacturing Co., New York; Central Ohio Paper Co., Columbus, Ohio; Miehle Press and Manufacturing Co., Chicago; Sinclair &

Valentine Co., New York; Whitaker Paper Co., Cincinnati, Ohio.

Pittsburgh's Printing and Publishing Trade

Pittsburgh, Pa.—With the assistance of Director E. Dana Durand, of the United States Census Bureau, the Industrial Development Commission has been able to compile statistics covering industrial activity in the Pittsburgh metropolitan district embracing a radius of fifteen miles. Heretofore census figures have been restricted to the corporate limits, and adjacent suburbs have been compiled in statewide figures. In relation to the printing and publishing trades the census bureau has supplied the following figures for the Pittsburgh metropolitan district:

Establishments, 324; capital, $10,375,382; employes, 3,235; salaries and wages, $3,496,595; value of product, $9,663,449.

REMINISCENT

Editors of N. E. A. at Palatka, Florida, March, 1886. How Many Are Still Living? Answers Asked. Please Report.

Platteville, Wis., Feb. 23, 1912.

Mr. B. B. Herbert, Publisher National Journalist,
Chicago, Ill.

My Dear Brother Herbert: Please find draft for $2.00 in payment for the National Journalist. I have been a subscriber to the Journalist ever since you started it, and I have been greatly pleased with its continued growth and improvement. While I have retired from active newspaper work I still take great pleasure in keeping in touch with what is going on in the newspaper world.

I was one of the delegates to the convention held in Cincinnati, the next one after its organization at New Orleans, and was a member of the party that visited Florida, the guests of the Florida Press association.

Our conductors were Hon. A. S. Mann, Brooksville Register; William McWilliams, Record, Callahan; and D. H. Elliott, Jacksonville.

Our party was made up of the following named persons:

B. B. Herbert, president National Press association, Advance and Republican, Red Wing, Minn.

C. H. Lienau, Daily Volks Zeitung, St. Paul, Minn.

B. M. Robinson and mother, Bulletin, Greenville, Tenn.

C. Q. C. Leigh, Standard, Paducah, Ky.

A. Davis, Huronite, Huron, S. Dak.

George Bastable, News, Clarksburg, W. Va.

Edwin Hurlbut, Wisconsin Free Press, Oconomowoc, Wis.

M. P. Rindlaub, Witness, Platteville, Wis.

C. L. Powers, Times, West Bend, Wis.

J. C. Bartholf, Telephone, Milton, Wis.

B. J. Price, Star and Times, Hudson, Wis.

W. E. Pabor, Field and Farm, Fruita, Colo.

R. W. Waterman, Chronicle, Athol, Mass.

P. S. Young, Standard, Dedham, Mass.

Ben Johnson, New England Grocer, Boston, Mass.

Henry Haacke, Daily Volksfreund, Cincinnati, Ohio.

J. A. Hudson, Times, Macon, Mo.

J. H. Turner, Record, Carrollton, Mo.

John W. Jacks, Standard, Montgomery, Mo.

A. B. White, Daily State Journal, Parkersburg, W. Va.

William Hinds, Argus, Shakopee, Minn.

Francis Proctor, Cape Ann Advertiser, Gloucester, Mass.

A. McMillan, Evening Press, Bay City, Mich.

J. G. Craddock, Kentuckian, Paris, Ky.

A. B. Norton, Intelligencer, Dallas, Texas.

Frank P. Sheafor, News, Pitkon, Colo.

Mrs. C. F. McLean, Graphic, Cincinnati, Ohio.

Committee of the National Editorial Association at the Putnam House, Palatka, Florida, March 1st, 1886

We went to Jacksonville; thence down the east coast as far as Rock Ledge; thence crossing over to Tampa and on up through the state, stopping at the principal cities; thence on west to Pensacola.

It was the association's first excursion, but it was one of the most enjoyable ones I ever attended. It would be interesting to know how many of the boys are still living, and how many of them are still in the newspaper business.

Very truly yours,

M. P. RINDLAUB.

My Dear Mr. Herbert: I send the above, thinking you might want to use it in connection with the picture of the "boys," which I send under a separate cover. Please return the picture whether you use it or not.

The Jobber, the Retailer and the High Cost of Living

By Edward B. Moon

THE old saying, "There is nothing new under the sun," which has long since established its place as a universal truth, finds a happy application in a consideration of this question.

Mind moves in cycles and this accounts perhaps for the periodical recurring of many of the questions which have agitated the minds of people for centuries.

There is a great deal of loose talk in regard to the middleman, who is charged with making exorbitant profits and having much to do with the increased cost of living.

The cry is for the marketing of goods through fewer hands, getting them to the ultimate consumer by a shorter route and saving the profits of those who handle them along the present established paths of distribution.

Perhaps in some departments of trade there is an opportunity to eliminate expense and reduce the cost of goods to the ultimate consumer.

Commission merchants in some lines seem to add unduly to the price of the articles in which they deal. The jobber and the retailer are not middlemen. The jobber is here because the retail merchant is here.

The retail merchant has ever been and is now a necessary factor in the field of distribution. His method of selling goods has been handed down through the ages. It has withstood the test of time and has survived the business revolutions of centuries only because it is the best system for supplying the wants of the people that human wisdom has so far devised. The retail merchant is a necessary factor in production and distribution.

The well-known economist, Professor Ely of Wisconsin University, says: "It has seemed to some, even among economists of an earlier time, that the farmer is more truly a producer than the manufacturer, and the manufacturer than the merchant; but careful thought discloses the fallacy of such a view. All industrial classes alike produce one or more of the four sorts of utility, and they do so by changing relations of things in time or space. The farmer changes the position of grains of corn by dropping them into the earth. Then he removes weeds and throws earth about the rising stalks. Thus man's acts in changing the relations and position of things, aided by Nature's materials and forces, result in more corn for human consumption. The manufacturer in the same way changes the position of pieces of matter, and, aided by natural forces within and without the object of production, he causes matter to assume a form which fits it, or better fits it, for human needs. So, too, the merchant changes the places of things from where they are less useful to where they are more useful, or holds them in one place until a change of external circumstances gives them greater time utility. He is producing utilities as truly as is the farmer or the manufacturer."

Adam Smith in his "Wealth of Nations" says the capital of the retailer replaces, together with its profits, that of the jobber of whom he purchases goods, and thereby enables him to continue his business. The retailer himself is the only productive laborer whom it immediately employs. In his profits consists the whole value which its employment adds to the annual produce of the land and labor of society.

In times of advancing prices the retail merchant has always come in for more than his share of criticism.

Many years ago the retail merchants of England were criticised in much the same way as the retail merchants of the United States are criticised today, and Adam Smith answered those charges then in these words: "Besides possessing a little capital, the retail merchant must be able to read, write and account, and must be a tolerable judge, too, of perhaps fifty or sixty different sorts of goods, their prices, qualities and the markets where they are to be had cheapest. He must have all the knowledge, in short, that is necessary for a great merchant, which nothing hinders him from becoming but the want of a sufficient capital. Thirty or forty pounds a year can not be considered as too great a recompense for the labor of a person so accomplished. Deduct this from the seemingly great profits of his capital and little more will remain, perhaps, than the ordinary profits of stock. The greater part of the apparent profit is, in this case too, real wages."

Perhaps many elements enter into the increased cost of living, but there is much in the statement of President Hill of the Great Northern Railroad that it is not so much a question of the high cost of living as it is "the cost of high living."

This statement of Mr. Hill's is re-enforced by the following table showing the increased per capita consumption of many of the necessaries of life:

	1900	1909
Raw cotton	22.57 lbs.	29.53 lbs.
Wheat	4.74 bu.	6.22 bu.
Corn	24.44 bu.	29.71 bu.
Sugar	65.20 lbs.	82.24 lbs.
Coffee	9.81 lbs.	11.74 lbs.
Tea	1.09 lbs.	1.29 lbs.
Distilled spirits	1.27 pf. gal.	1.37 pf. gal.
Malt liquors	16.01 gal.	19.79 gal.
Wines	.40 gal.	.70 gal.
Raw wool	5.72 lbs.	6.67 lbs.

Ricardo, the eminent French political economist, says: "It is the cost of production which must ultimately regulate the price of commodities, and not, as has been often said, the proportion between the supply and demand; the proportion between supply and demand may, indeed, for a time, affect the market value of a commodity, until it is supplanted in greater or less abundance, according as the demand may have increased or diminished; but this effect will be only of temporary duration."

A glance at the figures showing the increase in wages, in general expense and in the cost of materials for manufacturing goods in 1900 and 1905 will make clear what an important factor the increased cost of production has been in increasing the cost of goods to the consumer—in present high prices.

	1900	1905
Wages	$2,009,735,799	$2,611,540,532
General expense	905,600,225	1,455,019,473
Cost of materials	6,577,614,074	8,503,949,756

It must be clear to any student of the subject that the increased cost of production on farm and in factory and not the method of distribution is one of the important factors in the increased cost of living.

The retail merchant is an essential—a necessary factor in production and distribution—and yet he could not serve his trade to the best advantage and conduct his business at a profit without the jobber.

Success in retailing depends upon the ability of the merchant to keep the dollars working all of the time—to give the dollar its highest working power in giving every dollar in the capital stock its highest efficiency.

When a merchant buys twelve dozen of an item (a usual minimum factory quantity) he has invested in the twelve dozen several round, hard dollars; he has lost the use of several of these dollars which might be put into other goods.

In other words, several of these dollars are resting on the shelf and bringing him nothing. They swell investments but they do not swell the sales.

On the other hand, he could invest the same number of dollars in perhaps six different items, five of which would sell on a par with the one which he has purchased. He has then six items yielding him a net profit rather than one; and when he sells the twelve dozen he has turned his stock six times instead of once.

This is why the jobber plays an essential and important part in the field of distribution. It is the jobber's place to carry the surplus stock, to take the risk, to make possible for the retailer the highest number of turns for his stock.

It is the retailer's business to buy his goods in small quantities and often, and to look to the jobber's stocked warehouses for his frequent needs, and he must do so if he is enabled to sell his goods to his customers at the right price, for his profit depends not on a single sale but on the frequent turning of stock, and it is in this way, with the aid of the jobber, that he is enabled to serve his customers to the best advantage and to make sufficient net profit to stay in business.

Adam Smith recognized the necessity of the jobber in these words: "The capital of the jobber replaces, together with their profits, the capitals of the farmers and manufacturers of whom he purchases the rude and manufactured produce which he deals in, and thereby enables them to continue their respective trades. It is by this service that he contributes indirectly to support the productive labor of society and to increase the value of its annual produce."

The retailer and the jobber are essential factors in the field of distribution and this old and recognized method of distribution through the retailer and the jobber is serving well the people of the United States; it is supplying their wants on a very close and fair basis of profit. The present method of distribution is in nowise a factor in the high cost of living, but on the other hand the increased cost of living has been brought about largely by the increased cost of production on farm and in factory by a higher standard of living, and more than all the other forces combined by the increased production of gold.

During the last twenty years the supply of gold has been increasing very rapidly. The increase has been much greater than the increase of the volume of commodities which are bought and sold in the markets. This means that gold in its relation to the things we buy has become more plentiful, that an ounce of gold will not exchange for so much as formerly. It means that we can not buy as much with an ounce of gold ($20.67) as formerly. The annual output of the earth's gold mines is now more than half a billion dollars, which is more than four times what it was a few years ago.

THERE HAS BEEN A WORLD-WIDE 60-PER-CENT RISE IN PRICES

The general level of prices is about 60 per cent higher than it was in 1896. It has risen in Europe and in the United States in about the same ratio. As compared with 1896, we are now using a 62½-cent dollar

The general condemnation of the wholesaler and the retailer as being the cause of the high cost of living is irrational and baseless. They were in business twenty-five years ago just as vigorously as now and prices steadily fell for years. The retailer and wholesaler are selling goods today closer than they were ten years ago—there is absolutely no evidence that their present profit is now larger than it was in 1896. On the contrary, many retailers are in serious distress because their trade in many articles is declining and customers are criticising their high prices.

That the rise of prices can not be due to the retailers and wholesalers—to the present method of distribution—must be evident to any man when he considers that the rise of prices is a world-wide phenomenon.

The people of Canada, of England and of all other countries where gold is used as money are suffering as we do in the United States from the increase in cost of living, and the great majority of the people in those countries, like the majority of the American people, are blaming the local tradesmen and local conditions rather than the real cause —the unprecedented increase in the supply of gold.

A WOMAN'S RECORD AS PRINTER AND LINOTYPE OPERATOR

Columbia, Mo., has a woman linotype operator who has worked in the same office for twenty-six years. She is Miss Virginia Campbell, or "Miss Virgie," as every one in the office calls her.

"It was twenty-six years ago when I went into the office of the E. W. Stephens Publishing company to learn to set type," said Miss Campbell. "Of course, that was before the days of the linotype, and a woman was almost unknown in the typesetting department. I have been in the same office ever since that time, and until last year was the only woman in the Columbia Typographical Union, which has sixty members.

"There are only two men in our office who were there when I went into it. I remember the discussions we had when the linotype machines first began to be talked of. None of us believed that they would be possible or practical for a long time, and we hoped that they wouldn't. Of course, we all thought they would make work less and give employment to fewer printers than before. When they were installed, however, about twelve years ago in our office, I was fortunate enough to be given one to operate. Except for one year, when I was a proofreader, I have been on the linotype ever since. I like it much better than proofreading. In fact, I wouldn't change my profession for any other that I know of."

Miss Campbell was a charter member of the Columbia Typographical Union No. 160 when it was organized, about fifteen years ago. She has served on the executive committee and as vice president of the union. In 1904 she was sent as a delegate to the International Typographical Union in St. Louis. There were only two other women delegates to that meeting. She is now chairman of the auditing committee of the union, and is considered one of the best linotype operators in Columbia, according to the men who work in the same office. They often consult her as an authority on disputed points of their trade.

"HELPFUL TO THOSE WHO WANT TO KEEP UP-TO-DATE"

Office of The News-Journal,
Newcastle, Wyo., Feb. 16, 1912.

Mr. B. B. Herbert, Editor National Printer-Journalist,
Chicago.

Dear Sir: It seems that this office has overlooked the remittance for subscription which should have been made a few months ago. Inclosed you will find the price. The National Printer-Journalist is a very satisfying publication, and helpful to those who want to keep up-to-date and to stay on the Progress Chariot. Keep it coming to this office, and if we should again overlook making prompt payment in advance, just tell us to make a stir like a draft. With our best wishes,

Yours very truly,
NEWS-JOURNAL CO.,
By W. D. Carlton,

Connecticut Editors Talk of Newspaper Ideals at Banquet in Hartford

Dr. Bartlett of Hartford, J. M. Chapple of Boston, Harold MacD. Anderson of the New York "Sun" and Others Speak—Officers Elected.

CONNECTICUT editors are jolly good fellows and always enjoy feasts of sense and reason, wit, humor and wisdom at their annual gatherings. New England ministers are noted for wit and humor and help to furnish these ingredients while the sober minded newspaper makers furnish the somber truths and practical wisdom. The annual convention this year was held at Hartford and the following officers were elected at the afternoon session:

President—Everett G. Hill, New Haven.

Vice-Presidents—E. H. Crosby, Hartford; Theodore Bodenwein, New London; W. S. Jones, Westport; L. O. Williams, Putnam; W. C. Sharpe, Seymour; Lewis McLaughlin, Stafford Springs; E. L. Prann, Deep River; H. Roger Jones, New Hartford.

Secretary-Treasurer—Arthur S. Barnes, Bristol.

Auditor—F. W. Lyons, Greenwich.

John E. Dennis of the Hartford Post was elected to membership.

The secretary and treasurer's report showed a membership of over sixty and $58.67 in the treasury.

A. Starbuck of Waltham, Mass., of the Suburban Press of that state, and members of the New England Press Association, presented a proposition for federation with the Connecticut association. The reasons offered were that the federated clubs would more promptly detect fake and unreliable advertisers and would otherwise work for the welfare of newspapers in New England. A committee was appointed, to consist of Arthur S. Barnes of Bristol, C. H. Scholey of Guilford and Everett G. Hill of New Haven, to meet committees of all New England states at a meeting to be called by Mr. Starbuck.

Associated Dailies

A business meeting of the Associated Dailies of Connecticut was to have been held at the Garde Monday afternoon, but was postponed.

It is planned to hold a meeting next week, to be called by W. J. Pape, the secretary. The meeting will consider the recent increase in rates charged for papers carried on trolley cars.

The dinner was held at Hotel Gardner. At the head of the table were the following:

President Everett G. Hill; F. W. Bolande, toastmaster, editor Bridgeport Post; the Rev. John A. Goddard, Salisbury; the Rev. Dr. William A. Bartlett, pastor Farmington Avenue Congregational church, Hartford; H. MacD. Anderson, New York Sun; Joe Chapple, National Magazine, Boston; John N. Cole, Fiber and Fabric, Boston; C. F. Hodge, Western Newspaper association; A. S. Barnes, secretary and treasurer of the Editorial association and publisher of the Bristol Press; W. J. Pape, Waterbury Republican; C. F. Chapin, Waterbury American.

Dr. Bartlett, First Speaker

The Rev. Dr. Bartlett was the first speaker, and he kept the company in a ripple of laughter with a string of funny stories. He said he understood it was in the by-laws to have a preacher at these dinners. He had been in worse situations, however; he had been in an anarchist meeting in Chicago (laughter). He told about how, when he was a student at the Hartford Theological seminary, he often saw Charles Dudley Warner on his way to the office and referred to the great respect which he felt for him. Dr. Bartlett declared that jorunalism is improving. It is a day of journalism, of facts. The newspaper is a business organization. It is also a personality, dominated by the man back of it. He is responsible to the public. Newspaper life is a hard life—it either kills or makes the man who undertakes it.

Dr. Bartlett in speaking of the religious campaign just closed, said that all the newspapers of Hartford had given it splendid support and he wanted to pay his public tribute to them.

Joe Chapple Interests

Joe Chapple was introduced as a widely traveled man and an explorer. His talk proved entertaining to his hearers and laughter was frequent. He said he was proud of having been a country editor. When he was a lad out on the Iowa prairies his mother thought he was a musical prodigy and locked him in a room with a violin and spanked him when he wouldn't practice. Finally he got hold of a printing press made in Connecticut and with his brother got out a paper, "The Surprisse," the extra "S" being put on to fill out the line. After that he went to a country printing office and learned to be a printer. There he met old Hank Hobbs, whose face was decorated with tobacco juice, his hair slicked with bear grease, and who changed his socks but once a year. His father thought Joe was not fit to be an editor and put him to work. He ran the wheat seeder all day and forgot to open the valve so the seed could run out. He got a licking and gave up farm work. At 16 he bought a weekly, at 21 a daily and at 30 a magazine. All this, he said, is why he loves a country editor. Mark Hanna told him in 1896 to make friends with big men and he has been chasing celebrities ever since. There is nothing in the world so interesting as real, old-fashioned human nature.

Mr. Chapple said that of all places he had ever visited Panama thrilled him the most. There is nothing like it since the discovery by Columbus.

Arthur J. Balfour of England said to him last year that the wonder of this republic of the west is its newspapers. The country newspaper is the inspiration of the people.

Founder of Bristol Press

C. H. Riggs, who started the Bristol Press in 1871, recalled the fact that he and Joe Vail of the Winsted Herald were among those who formed the Connecticut Editorial association. He was owner of the Press for seventeen years and tried to further the interests of the town in every way.

The association was founded on January 16, 1888, by W. H. Taylor, then of the Rockville Journal. Mr. Taylor is now a resident of Hartford and is known as publisher of Connecticut Legislative History and Souvenirs since 1897.

Harold MacD. Anderson of the New York Sun, in speaking of the making of a newspaper, referred to the advertising manager and the business manager, and said both are necessary, but the real man of them all is the reporter. Some public men believe that the way to correct a statement which they are sorry they have made is to deny they made it. "I believe the men of a newspaper, from the owner down, should stand together." Mr. Anderson declared that the blindly partisan paper is no longer wanted by the people; an independent paper is the desired and he believed the time will come when it will drive the rankly partisan journal out of business.

Political Cureals Not Wanted

There are a great many political cureals presented to the people today. Most of them are not wanted and will not be tolerated. There is a direct primary act on the statute books of New York state, but not in fourteen years has it been taken advantage of in any of the sixty counties

of the state. He thought the direct primary, the referendum and the recall are pretty cheap sleds on which to coast into politics. "It has been said that direct election of United States senators would free us from all political ills; but you will find that under the present system the senators as now chosen represent the sentiment of the people as truly as do the governors who are elected by popular vote," he asserted.

From the Bay State

John N. Cole, who is a newspaper editor and former speaker of the Massachusetts house of representatives, was introduced as a man of parts. He admitted that he had been in politics all his life, was temporarily shelved, but expected to get back. His was a political talk mostly.

He did not think any newspaper should sell its principles, but he did think it should place a value on its space if desired for partisan purposes. Any rich man who goes into politics, he said, ought to pay for whatever work is done for him and should pay, therefore, for newspaper publicity. He believed that the direct primary was coming country-wide. He referred to the strike in Lawrence, Mass., in which forty nationalities are represented and said: "We are forgetting too easily what some of the fundamentals of government are. Not alone is life sacred but property also and when our foreign element has been refined by the constitution they will come out true citizens."

Litchfield County Preacher

The Rev. John Calvin Goddard said he once owned a newspaper in Texas and therefore claimed kinship with the craftsmen present. An editor can show his nobility of soul more by what he keeps out of the paper than by what he puts into it. He is a man of tact and of great public force, one to whom the people look for help and inspiration. Mr. Goddard thought that if ever communication with Mars was established it will be brought about by some newspaper. He paid tribute to the reporter, who is always delving for news and advance information.

THE WOMAN WHO WOULD NOT BE QUEEN

The following original poem by Mrs. J. H. Simms, was read at the meeting of the Mothers' Department at the First M. E. church, East Liverpool, Ohio:

Said Man, "God has given us more of strength,
And to Woman more of grace,
More love, more beauty; 'tis plainly seen
That he meant her to be my wife, my queen,
And a throne shall be her place.

She shall not march in the ranks of men,
In the midst of life's din and stir;
I will fight the battles, and right the wrongs,
And venture where danger surges and throngs;
Yet there lacks not a task for her.

For Childhood's lips must be taught to pray;
Youth must look to some guiding star;
And her finer conscience, and purer heart
Well fit her to carry this better part,
Naught can take away, or mar.

And the men who vote and make the laws
Shall look unto her for light;
And no man shall stand in the place of kings
Until he has learned at her feet the things
That shall make him to rule aright.

So he reared a temple, and called it "Home,"
With a throne wrought of all things good;
He placed a scepter of gold in her hand,
He crowned her Queen of all Sea and Land,
With the crown of Motherhood.

But the woman was sad and ill-content,
And complained of her lot each day.
For she knew not she looked from a lofty height
Upon Man, the subject, and that she might
But wish, and he would obey.

She felt the lure of the ballot box,
For the senate hall she longed;
"Is Man more worthy, more strong, more wise,
That the power I crave he so long denies?
I have been deceived and wronged."

So Man, the subject, stretched forth his hand.
"Come down, if you will," said he;
"You have been my angel, my queen, my star,
I have knelt and worshiped you from afar;
You are equal now with me."

Richard Shriver Simms, 14 months old

Then down she stepped from her queenly height,
Not knowing she left behind
A throne, and a crown, and a scepter of power,
That for pottage she bartered a priceless dower.
Oh, tell me, are women blind?

Mr. and Mrs. Simms attended the N. E. A. convention at St. Paul, Minn., in 1898, as delegates from Associated Ohio Dailies. They made the trip in part their wedding tour.

The past presidents of the Missouri Press Association have voted to hold their annual meeting at the University of Missouri during journalism week of the School of Journalism. Twenty-five past presidents are living. Several other press associations will meet at Columbia during journalism week.

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A weekly prize of $1 is being offered by the School of Journalism of the University of Missouri for the best news story turned in by a member of the reporting classes.

COULDN'T KEEP OFFICE WITHOUT N. P.-J.—"WOULD BE LIKE TRYING TO KEEP HOUSE WITHOUT A WIFE"

Office of The Tyler County Star,
Middlebourne, West Va., Feb. 16, 1912.

National Printer-Journalist, Chicago, Ill.

Gentlemen: Find herewith inclosed check for $2.00 to renew my subscription to your valuable journal. It would be like "trying to keep house without a wife" without your journal in our shop. We get many valuable articles from it. Thanking you for the great help you have given us in the past year through the N. P.-J., I beg to remain,

Very truly yours,
CHARLES ASHCRAFT,
Pub. The Tyler County Star.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY

OFFICE OF PUBLICATION:

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FOREIGN SUBSCRIPTIONS—To countries within the Postal Union, 10s. 6d.

CHICAGO, MARCH, 1912

With the spread and adoption of the new business ideas and methods as to cost of work, it has developed that, after all, the end to be reached must be that of efficiency. If one office can accomplish as much work in one hour as another in two hours, on the basis of the hour cost system, the prices in the two offices will vary from fifty to a hundred per cent and the office of greatest efficiency naturally will be the winner.

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Arthur Brisbane in writing for the American Press claims that six dollars net profit for every subscriber each year should be the minimum for local or home newspapers. If a weekly home paper has one thousand subscribers, the minimum net profit of the paper for a year should be six thousand dollars. He does not propose that this profit shall come from the increased price of the paper to subscribers, but that free advertising should be abolished and that the publishers should get "their share of the money that their readers spend with publishers." "Fix a rate and get it. Plan to create business and get paid for it. That which creates new business helps everybody. Get paid for what you do." These are some of the maxims that he gives, and they are good. He also urges the cultivation of the field of national advertising and making the newspaper a national salesman. There is little doubt but that the local papers have themselves undervalued their services. As compared with the services of lawyers, bankers, promoters, real estate dealers, educators, physicians and clergymen, the services rendered by worthy newspapers are vastly more valuable to individuals and the public, in all fields of business, finance, industrial and agricultural improvement and good government; in securing and maintaining rights, enforcing laws, establishing justice, promoting health and sanitation, good morals and true, practical humanity and the religion taught by the Great Teacher, that consists first in love for and doing good to fellow men. Newspaper making is a high calling requiring highest ability, greatness of mind and soul and broadest knowledge, culture and preparation, and should command highest consideration and respect, and deserves the stimulaitng power of adequate and liberal reward. One great trouble has been, as in most other callings, that it has been pursued unworthily, with too low a view of its duties, power and possibilities. In all this there is much improvement. Mr. Theodore Swenson, of the Dawson, Minn., Sentinel, in an address at the forty-sixth annual convention of the Minnesota Editorial Association, recently held in Minneapolis, in an interesting address on the editorial, presented some wholesome facts pertinent to these considerations:

"Power carries with it responsibility. Our business, our society, our government are the creatures of public opinion. Public opinion is based upon what the people hear and read. The brain and hand which direct the press in the last analysis lay out the route along which human progress is made. It may not be the function of the home press to save the country, but it is its function to keep the sources of public opinion clean, to stimulate independent thought and free expression, to dispel prejudice and thus help the country save itself.

"Newspaper work offers more inducements today than any other field of journalism. Advertisers and readers alike are beginning to realize the influence of the home paper. Those who engage in the work are more generally disposed to stay there and are less disposed to use it as a stepping stone to the local postoffice. The editorial chair of the home paper is going to be considered big enough for any man, and it is prophetic of better things that bigger men are trying to fill it. With the dignity and personnel of the profession raised, it will be more generally considered that the editorial page does have a place in the home newspaper."

Mr. Brisbane shows in his article how the monthly magazines "have learned to get their share of the money their readers spend with advertisers," and charge $8 and even more per agate line one insertion, pay from one to five thousand dollars to the writer for a single article and earn, in some cases, a million dollars a year net profit.

"The local editors have remained behind. They have fought the hard fights, opposing unfit candidates; they keep the backbone of the nation informed on public events, watching local and national interests, and get in return less on the average than

a high-class chauffeur imported from some French skating rink."

Now, no one contends that the home dailies and weeklies can ever reach the magnificent profits shown by the great weeklies and monthlies that serve from hundreds of thousands to a million and three-quarters of readers. The home paper is limited in its field and the business of its advertisers will not justify or stand such changes as are possible to the periodicals of national circulation. However, the home papers can serve the business men and their interests, their cities and counties much more usefully and effectively, and, by being

HORACE GREELEY

The Model for All American Editors—He Loved and Believed in the People and Was Ever Awake and Loyal to All Human Rights and Interests.

alive to all home interests and giving such news, and such facts, and editorial views, and admonitions as shall ring true and be helpful, and inspiring, can win an interest, and an influence, a power, a devotion and loyalty that will be inspiring and a pleasure that will be wholesome and will establish the paper as a loved friend, counsellor and guide in every home, and make every line of advertising published therein of highest value to every advertiser. There is no reason why every issue of every home paper should not be looked forward to and longed for each day or week with greater zest and anticipation than are accorded to any national magazine or weekly. Reliability, truthfulness, deepest human sympathy, desire and effort to please, to inform, instruct, to aid in individual undertakings and in the performance of public duties and in all else that touches life, are the things that should characterize home papers. All that goes into the work of making the home daily or weekly should be intensified by the fact that the readers are nearer to the maker of the paper, are their friends and neighbors, and by all this should be the more useful, and ten fold more valuable to the advertisers.

ADDISON B. BURK DECEASED

Just as the last forms of this issue were being sent to press, a letter was received from the son of Addison B. Burk, announcing the death of his father. Mr. Burk died at his home at Mount Vernon, Philadelphia. He was in the sixtieth year of his age and had, for the last two or three years, been especially interested in Eastern Waterway improvement. Mr Burk was a delegate to the conventions of the National Press Association at Guthrie, Okla., in 1905; at Indianapolis, Ind., in 1906, and Norfolk, Va., in 1907. He was a contributor to the Philadelphia North American, and was one of the editors of the "Merchants' Guide." He was a publicist in the best sense, allied with reforms in his city and an able writer and speaker. At the convention in Indianapolis, Mr. Burk delivered a memorial address in honor of J. Irvin Steele, treasurer of the N. E. A., who had died within the year, and read the minutes adopted by the Association of Pennsylvania, which revealed, to a good degree, Mr. Burk's own views of life: "A worthy gentleman of the old school, of distinguished appearance, gentle manners, and unfailing courtesy. He was courteous, not because of studied art, but because he had the soul of the gentleman and instinctively respected the rights and feelings of his fellow men. Careful in his attire, punctilious to a degree in the observance of the social amenities, he was besides a man of strong convictions and sturdy character. A courteous gentleman, a conscientious and hard-working editor and a public-spirited citizen, whose whole career was devoted to the uplifting of his fellow men and the promotion of good government. He has left to his family and friends an inspiring example of integrity, tact, kindness and painstaking devotion to duty."

CHATHAM COURIER SOLD

Announcement has been made that J. W. Darrow, for twenty-nine years proprietor of the Chatham (N. Y.) Courier, has sold that paper, together with its sub-editions, the Rensselaer Courier, the Kinderhook Courier and the Hillsdale Courier, to Hon. Albert S. Callan, of Albany, former member of assembly from Columbia county. The transfer of property will take place on April 1 next, at which time Mr. Darrow will retire from active service as a publisher.

Cleared at Last

VERY many readers of the National Printer-Journalist and especially the members of the National Editorial Association, know something of the troubles with which James G. Gibbs—who served us for many years as a most efficient and entirely honest and reliable treasurer of the organization—has been compelled to contend during several years past. Like many other editors, he was an active promoter of home interests and through his paper, the Norwalk, Ohio, Reflector, he promoted the establishing of the steel manufacturing establishment for which the place offered many advantages. The enterprise was for a time very successful and was of great benefit in stimulating the business and growth of the town. Orders were greater than could be filled, and the expansion was too rapid for the capital at command. Credits were extended and when the crash came in 1907, the establishment could not weather the financial storm and in going down drew with it a local bank of which Mr. Gibbs was the president. Those who had shared in the prosperity were not willing to share in the loss and pursued Mr. Gibbs and Congressman Lanning, who was associated in the enterprise, with vexatious criminal prosecutions. Of the final outcome, the Mansfield, Ohio, News of recent date says:

> Protracted prosecutions growing out of the indictments of J. G. Gibbs and J. F. Lanning, in connection with the affairs of the bank with which they were associated in Norwalk, are at last ended by the recent dismissal, as then noted in the news columns of this paper, of the last three cases against the former by Judge Washburn at Elyria. Mr. Gibbs was president of the bank that failed and actively engaged in various enterprises in Norwalk, including the newspaper business. On one phase or another of the various prosecutions directed against him eighteen different judges passed judgment—six supreme, three circuit and nine common pleas judges—in seven counties of Ohio, and several juries have rendered verdicts. Every decision, in every place, by every judge, was favorable to him, and every verdict was an acquittal. Despite numerous prosecutions and what at times seemed more like persecutions prompted by personal and political prejudices, the defendant at all times had the confidence of hosts of friends who did not believe him guilty of any criminal offense, and to whom the news of his discharge from the last of the indictments against him has been welcome.

This is pleasant news to the many friends of both Mr. Lanning and Mr. Gibbs, for so many years active and honored members of the National Editorial Association, and, we believe, justifies the publication of the following letter, which rings true, and shows the right grit and optimistic spirit of a worthy newspaper man to the manner born and raised:

Cleveland, Ohio, Feb. 7, 1912.

Hon. B. B. Herbert, Chicago.

My Dear Mr. Herbert: As shown by the clipping inclosed, I have finally been discharged from the last of the numerous indictments with which for the past four years or more I have been afflicted, since the bank failed of which, unfortunately, I was president.

On one phase or another of the prosecutions against me, eighteen different judges have passed judgment—six supreme, three circuit, and nine common pleas judges—in seven counties of Ohio, and several juries have rendered verdicts. Every decision, in every place, by every judge, has been favorable to me, and every verdict has been an acquittal.

Having lost my fortune during the panic of 1907 in the downfall of bank and industrials with which I was connected, and having lost practically four years' time, that I could illy spare, fighting for my liberty, I am, nevertheless, though "a little disfigured," "still in the ring."

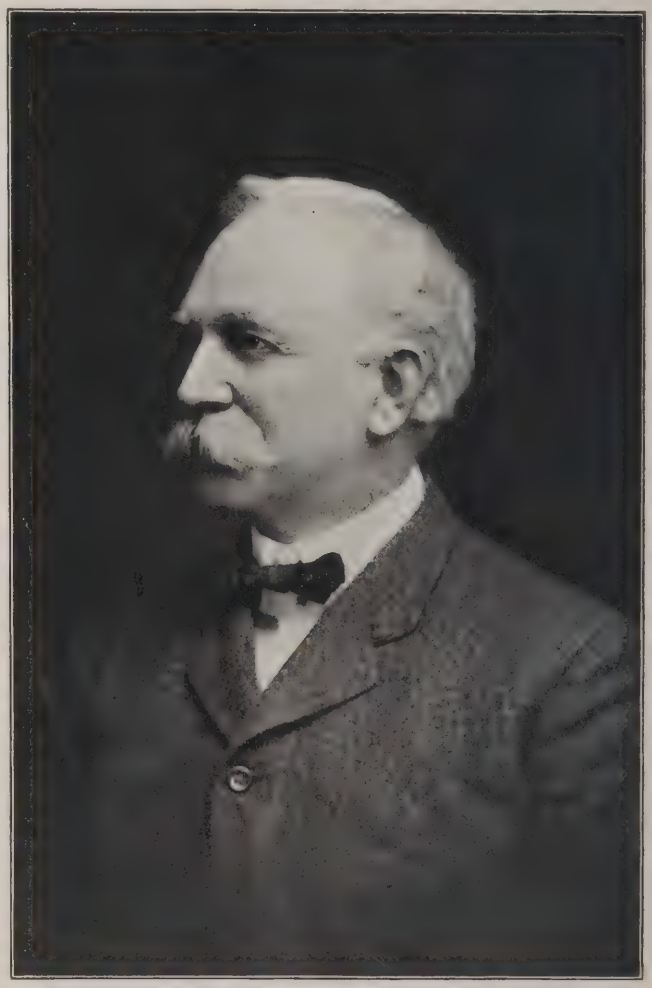
I am in good health, in a serene frame of mind, optimistic as to the future, and ready at any time of the day or night to "bless them that curse" me—provided it don't take too much out of my few remaining years—there's been so many of the cursers.

With kindest regards to yourself and family,

Fraternally yours,

J. G. GIBBS.

The lesson is, never to show the white feather, and, possibly, a further point, for newspaper makers, is that while it is wise to be zealous in the promotion of local interests and industries, it is well, with the ever over-taxing duties of the calling upon them, to keep free from entangling business alliances and engagements. We have been through the mill and have not always escaped without heavy loss. We have learned that the rapid development and the quick success of an industry are beset with perils. There were some peculiar features connected with the panic of 1907. It may not have been planned or designed but the result was the crowding out



JAMES G. GIBBS
An Ex-Treasurer of the National Editorial Association

or the overthrow or bankruptcy of many manufacturing and other establishments to the advantage of large corporations engaged in steel and other lines of manufacture, that if not monopolizing, yet controlled so large a share of manufactures as to make it possible to crush out all smaller concerns at will. There is very evident need for government regulation.

Advertising Your Business

FOR twelve years or more, a very popular department has been conducted in the National Printer-Journalist, under the head of "More Work Through Publicity." It is intended to continue the same and make the suggestions, illustrations and examples to be contained therein still more practical and useful in the future than in the past. To that end, contributions and specimens of printing office and newspaper advertising, for reproduction and comment, are respectfully solicited. No lines of business possess better facilities for effective and economic advertising than do the two covered by this publication. Yet, publishers and printers constantly fail to improve these opportunities.

No. 3198

PERPETUAL PASS

ISSUED TO

BEARER

From **Everywhere**

To **Roanoke, Va., (Lookabill's Printing House,)**

(TO BE USED WHEN IN NEED OF PRINTING OF ANY DESCRIPTION)

GOOD 'TILL DOOMSDAY

L. E. LOOKABILL, Manager

STOP GRUMBLING.

GET up two hours earlier in the morning, and begin to do something out of your regular profession. Mind your own business, and with all your might let other people's alone. Live within your means. Sell or give away your dog. Eat with moderation, and go to bed early. Talk less of your own peculiar gifts and virtues, and more of those of your friends and neighbors. Be cheerful. Fulfill your promises. Pay your debts. Be yourself all you would see in others. Be good; do good and stop grumbling.

LOOKABILL'S PRINTING HOUSE.
L. E. LOOKABILL, Manager.
Telephone 1592. P. O. Box 224.
Oppo. First National Bank,
ROANOKE, VA.

"All of us for Roanoke never mind the weather; a long pull, a strong pull, and a pull all together."

LOOKABILL'S PRINTING HOUSE.
L. E. LOOKABILL, Manager.
Telephone 1592. P. O. Box 224.
Oppo. First National Bank,
ROANOKE, VA.

It has been suggested, heretofore, in these pages, that there are frequently left from work or jobs of printing quantities of excellent stock, scraps or trimmings, that can be utilized to advantage in office advertising, thus saving on the cost. Every newspaper should use, in a liberal way, its advertising columns to advertise the paper, and its principal commodity—advertising space—as well as to exploit the job department, where job printing is carried on in connection with the newspaper. We show herewith some specimens of excellent advertising that came inclosed in the letter from L. E. Lookabill, published elsewhere in this issue. These were mounted on small cards and little scraps or cuttings of cardboard and of paper stock, and have a merit in their smallness and catchy style. Of course, artistic advertising, showing the ability of the office to produce high class work, is profitable, but little, catchy bits that attract and please, and win favorable, pleased and awakened thought, are also to be prized. The "pass" is not a new idea, but it is a good one, and gives chance for originality.

The Best Money-making Medium

Printing of Quality

THE VAN GELDER PRESS, LIMA, N. Y.

The card by The Van Gilder Press, Lima, N. Y., has good, telling points. It gets away from the "stayed" and formal, and gives two telling points: "Quality" and "Money Making." The "More Work Through Publicity" will be opened under a new writer in the April issue.

INLAND PRESS ASSOCIATION OPPOSES POSTAL CHANGES

Proposed Decrease in Letter Rate and Increase on Newspapers Protested Against in Resolutions

Protest against the reduction of first-class postage and an increase in postage affecting newspapers and periodicals, and also against censoring of all pure food advertisements, were voiced in resolutions adopted at the annual meeting of the Inland Daily Press association at the Hotel La Salle, Chicago.

A. M. Snook of Aurora, Ill., was elected president. Other officers chosen are:

Vice presidents—J. C. Wise, Mankato, Minn.; E. J. Paxton, Paducah, Ky.; F. E. Noyes, Marinette, Wis.; A. L. Miller, Battle Creek, Mich.; C. L. Miller, Cedar Rapids, Ia.; W. J. Hill, Hannibal, Mo.; H. D. Sutherland, Crawfordsville, Ind.; A. H. Lowrie, Elgin, Ill.

Secretary and treasurer—W. V. Tufford, Clinton, Ia.

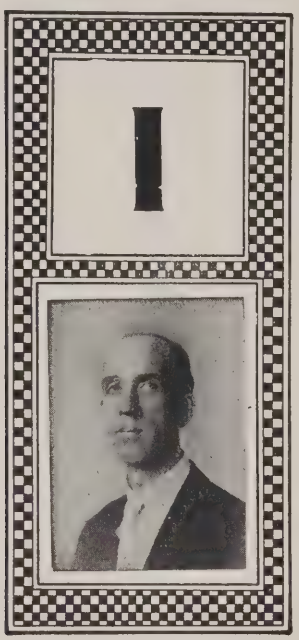
Executive committee—J. F. Powell, Ottumwa, Ia.; S. Perry, Adrian, Mich.; C. J. Robb, Michigan City, Ind.; S. Laird, Winona, Minn.; S. J. Roberts, Lexington, Ky.; J. Sundine, Moline, Ill.; D. B. Worthington, Beloit, Wis.; W. J. Hill, Hannibal, Mo.

The next meeting will be held in Chicago in June.

Cuba, Kansas, February 12.—A. Q. Miller, editor of the Belleville Telescope, has purchased the Cuba Daylight, taking possession of the same Saturday, by installing a manager. The politics of the paper will be changed from Democratic to Republican.

REVIEW OF JOB PRINTING

Address all communications to E. S. Hanson, 440 S. Dearborn St., Chicago, Ill.



IF IT WAS a printer who sent me a copy of the handsome catalogue of the Ferro Machine and Foundry Company of Cleveland I wish he would send me his name, so that I can give him proper credit for an exceedingly satisfactory piece of work. This is a catalogue of 48 pages, 9x12 inches in size, and printed on heavy coated paper. It has all the characteristics of a good catalogue, such as clear, strong type, perfectly retouched halftones, and well executed line drawings. In addition to these it has some added attractions which a good catalogue-maker does not insist upon, which cost a little more, but which, in my opinion, are worth all they cost. By these I mean a touch of color on each page, not sufficient in quantity or shade to detract from the catalogue value, but just enough to draw attention to each page and make one want to turn over to see what the next might contain. Another feature is the fact that on about half the pages there are initial letters surrounded by decorations in high-light halftones. The headings are also treated in the same way, these highlights making a contrast with the black of the illustrations and text matter, and looking almost like an added color. It will be impossible to show the beauty of this catalogue in reproduction, but the engraver will have to do the best he can. The only thing lacking about the catalogue is the imprint of the printer.

* * *

C. Lewis Phifer, Rollo, Mo., sends a large poster of a special sale now on at one of the local stores on which he asks criticism through the Printer-Journalist. The first noticeable feature about this is that there are no strong, bold lines standing out prominently at the top of the poster. There are several possibilities in the copy, but the effort has been to display all of them to a certain extent, with the result that none of them stand out so they could be read easily by a person driving along the street. For instance, the line "Piano Absolutely Free" might have been used at the top in a big line of wood type. Several other lines almost equally as satisfactory might have been picked out from the copy for this purpose. I note that in the list of goods two different styles of type have been used for headings. It would have been much better if

A PRACTICAL TREATISE ON MARINE ENGINES

Assembling A Ferro Marine Engine

Describing Briefly the Design, Construction and Assembly of its Component Parts

TO secure the greatest efficiency and satisfaction from a gasoline engine it is necessary that it be correct in design and construction and that its component parts be constructed and assembled correctly. If the design be right but the construction of the parts be wrong then the engine will not work satisfactorily, while if both design and construction of its component parts be correct, but there be any neglect in the assembling of them the result will be the same.

In the building of a Ferro engine all these three factors work harmoniously together, producing as their result an engine which is as near perfection as possible.

A close perusal of the following pages should convince the reader that no precaution has been overlooked in either the manufacture or assembly of parts, or the testing and inspection of the completed engine, which will tend to increase its efficiency and durability and it is largely on this account that the Ferro engine obtained, and holds, its position as the World's Standard Two Cycle Motor.

In describing the process of assembly we have avoided as much as possible the use of technical terms and mechanical drawings but where it is necessary to use the former reference to the glossary at the end of this book will give the reader an insight into the meaning of some of the terms mentioned throughout the following pages. Photographs have been used throughout in order to convey to the layman's mind a better idea than could be derived from mechanical drawings.

Crank Case with Lower Halves of Main Bearings in Position

The Crank Case

The lower part of the engine which rests upon the engine bed is known as the crank case. It is a one-piece iron casting specially designed to withstand the severe strain brought upon it when the engine is running. The lower halves of the main bearings of the crank shaft are always subject to a down thrust and are embedded in the crank case. They are made of special nickel babbitt and are of ample size both in length and width for the distribution of oil and to minimize friction and wear, and, as a matter of fact, are larger than are found in engines of similar ...

In assembling a Ferro engine the crank case is first placed on a special table in the assembly shop and the lower halves of the main bearings are placed in position, great care being taken to insure perfect alignment of the crank shaft.

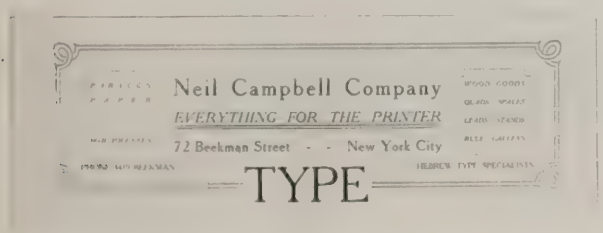
Crank Shaft with Fly Wheel Attached Placed in Position in Crank Case

this could have been avoided, but it was no doubt due to the limited resources of the shop. On a piece of work of this kind this body matter should be set first, as well as some of the other matter which would naturally go into smaller type, so that the compositor can get a line on about how much space he is going to have for his display. I suspect from the appearance of the poster, that the printer started out at the first line of copy just as it was written, and worked right straight through. The fact that the poster is crowded at the top.

while somewhat open at the bottom leads me to believe this. He evidently sized up the copy and thought that it looked like a "big pile," and that he would be obliged to go slow on his display; whereas, if the body matter had been set first and made up, a large part of the copy would have been out of the way and he would have had a much better idea of how he was coming out. The next step after setting up this body part would have been to set one or two good strong display lines, as I have already suggested. The rest of the matter would then fall naturally into place.

✣ ✣ ✣

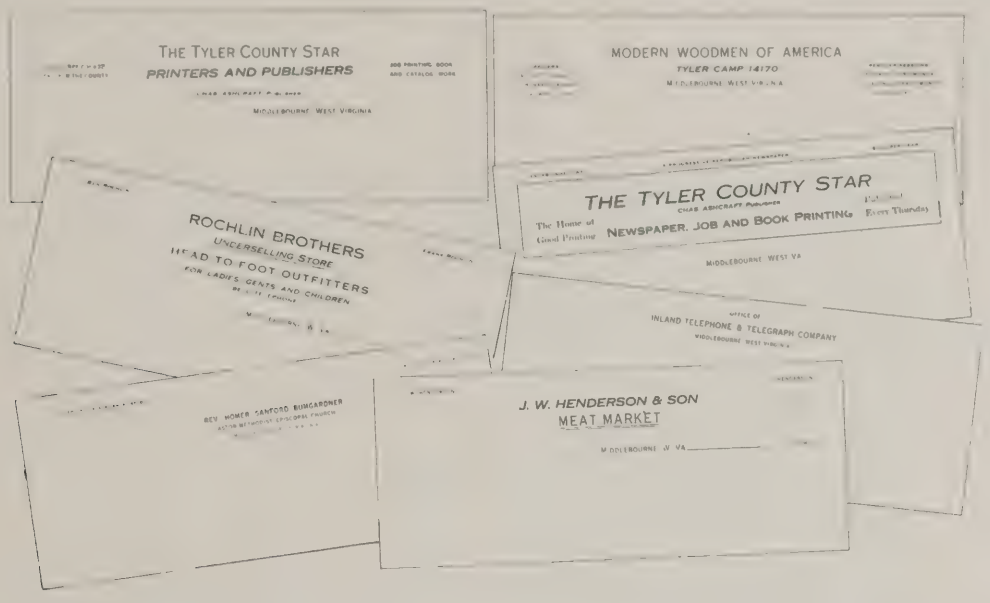
H. L. Collin, Brooklyn, N. Y., sends a letterhead and envelope on which he asks criticism. The word "type" is one which calls for peculiar treatment in a letterhead, being so short and one with which qualifying adjectives cannot usually be combined in the same line. I think Mr. Collin has handled the head very satisfactorily in this regard as well as in others. It is well that he has worked it out this way, however, rather than asking my opinion on the design beforehand, as I am not sure that a description of it would "listen good" to me.



I might say, for the benefit of others, that the word "type" is in red, the rule work in a light green tint and the type matter in black. On the envelope the rule is in red, the word "type" in aluminum and the rest of the matter in black. The envelope I do not consider as satisfactory as the letterhead. The letterhead which Mr. Collin sends for criticism is on a white ledger paper, but his letter is printed with the same printing, in the same colors, on a slate gray ledger, and the result is equally satisfactory.

✣ ✣ ✣

The Tyler County Star, Middlebourne, W. Va sends a number of samples of work consisting mostly of letterheads. On some of these a rather large and bold series of type has been used, but many of them are printed in a face which is admirable for this class of work, and have been given such treatment on the press that they came out almost like the work of a copper plate engraver.



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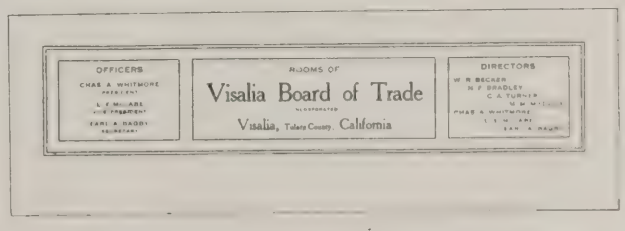
Among other things which I have received from J. Warren Lewis of Visalia, Cal., is a little poultry folder printed on linen finish cover paper, and with several halftones pasted on. I rather think that the amount of work and expense necessary to accomplish this is scarcely justified by the appearance of the finished product. In the first place, the photographs were not of the best quality, and the halftone maker scarcely did his best with them.



Then, when they got on the press they were again somewhat carelessly handled, and in the process of pasting onto the folder they were smutted somewhat. I would say, however, for the benefit of those who have not seen this folder, that the general result is not nearly as bad as my description may lead them to imagine. I believe Mr. Lewis will agree with me, however, now that the work is com-

pleted, that a little more attention to the photographs, a little more attention to the engraving, and then the printing of the halftones on a folder of smooth paper, with the work very carefully made ready on the press, would have resulted in a more satisfactory piece of work all around. The other work which Mr. Lewis sends is of a very good grade, the letterhead for the Board of Trade being worthy of special mention.

✣ ✣ ✣

J. L. Frazier, of Lawrence, Kas., sends as his principal specimen this month, a little book entitled "K. U. Sidelights," which seems to be gotten out to promote the lighter side of life at the Kansas University. The general design is very pleasing, the body being printed on a light brown shade of antique book stock in two shades of brown ink. The cover is a darker brown mottled cover stock. It is principally linotype work, but is very satisfactorily made up and printed.

✣ ✣ ✣

L. E. Ovenden, Wenatchee, Wash.—who says, by the way, that he is a constant reader of the Printer-Journalist and derives much benefit therefrom—sends a large number of letterheads as well as some other miscellaneous specimens. I am glad to reproduce a number of the heads, as I believe they will offer ideas and inspiration to a number of our readers. I like the uniform style in which the advertisements are set for the menu of The Grill. So often advertisements of this class are set by different men, without any suggestion from one master printer, and using a miscellaneous variety of type, that the result is anything but pleasing. I am pleased to say that such is not the case in this instance.

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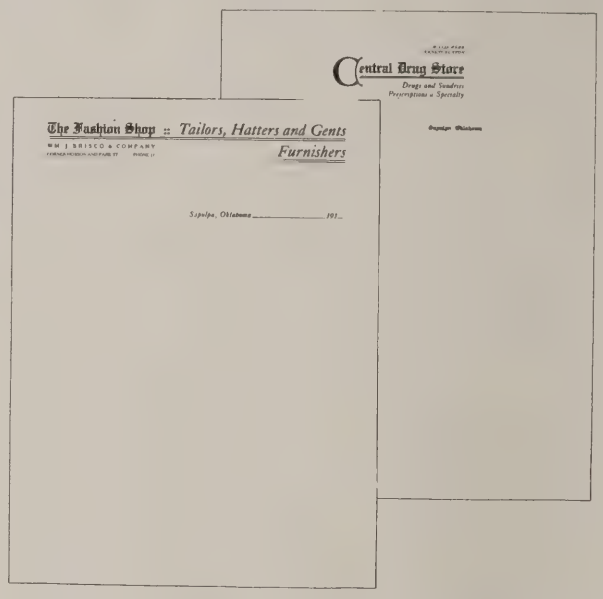
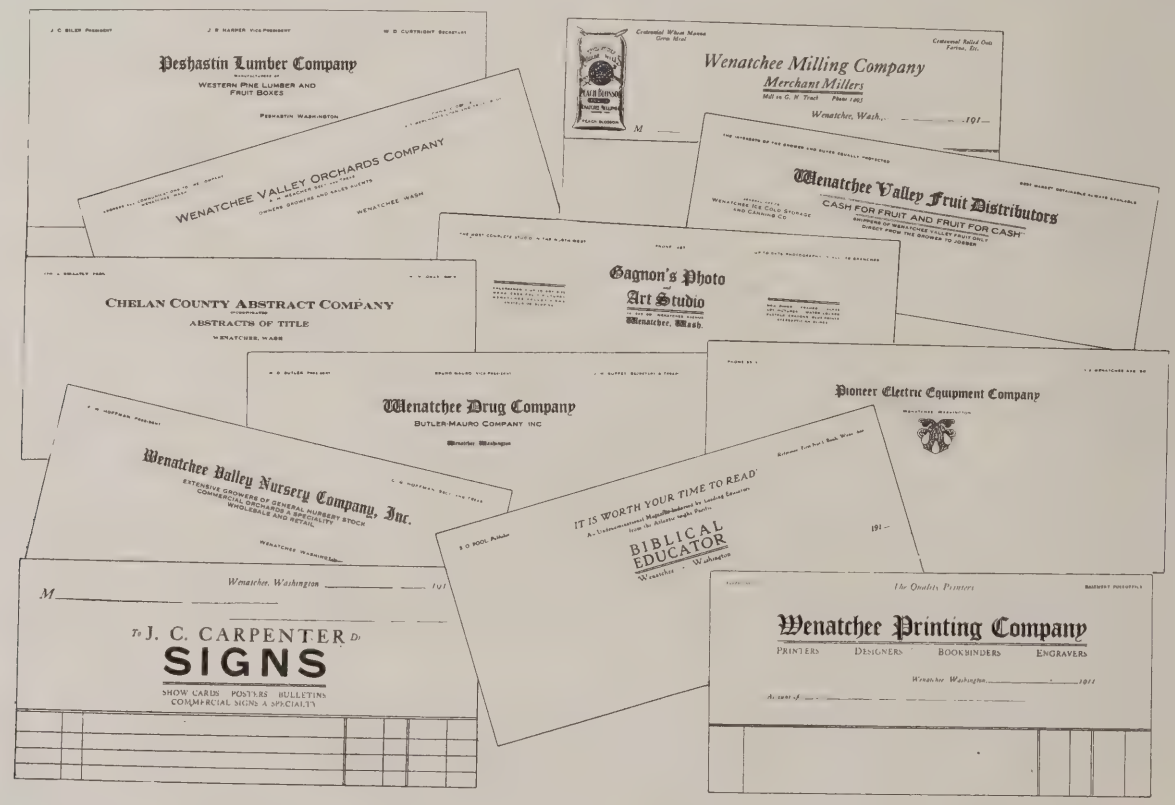
This month has been unusually productive of first-class letterheads, among them being some from



C. W. Harmony, who is with the Jennings Printing Company, Sapulpa, Okla. I shall have to admit



that I never heard of this town before; but it is on the map all right, so far as printing goes. I think the readers of the department will believe this statement when they see the two specimens which are here shown.

Meeting of the Executive Committee of National Press Association

Convention, Chicago, June 24-26

ONE of the greatest committee meetings ever held by the National Press Association (or the parent body, the National Editorial Association) was held at Kansas City, Savoy hotel, Monday, February 18, 1912.

Of the nine members of the executive committee, seven were in attendance: R. E. Dowdell, Artesian, S. D.; George Schlosser, Sioux Falls, S. D.; Walter Williams, Columbia, Mo.; Will H. Mayes, Brownwood, Texas; W. R. Hodges, Sleepy Eye, Minn.; A. D. Moffett, Elwood, Ind.; W. F. Parrott, Waterloo, Iowa. E. E. Pierce, of Revere, Mass., and A. W. Glessner, of Chicago, were unable to be in attendance.

The committee came to order by the call of the chairman, Walter Williams; W. F. Parrott, secretary. After lengthy discussion, it was deemed best, for the good of the association, to make the Chicago date of meeting after, rather than before, the Republican national convention. In accordance with such belief, a motion by Mr. Mayes of Texas, fixing the dates, Chicago, Monday, Tuesday and Wednesday, June 24, 25, 26, 1912, was unanimously adopted. The Hotel Sherman was unanimously selected as headquarters.

The secretary was instructed by resolution to get in touch with the printing supply men of the United States and to extend to them a cordial invitation to be in attendance and make a display of their wares.

All meetings and the exposition or display of machinery, printers' and publishers' material will be held at Hotel Sherman. It was on motion decided to hold four general meetings of the entire membership of the association as follows: Monday, Tuesday and Wednesday in the forenoon and Wednesday afternoon for the closing business, election of officers, resolutions, etc., the afternoons and evenings being given over to meeting of departments and inspecting the machinery upon display.

The character and number of departments to create, there being so many interesting subjects under consideration, elicited several hours of discussion. It was finally decided to create four departments and work to the new order of things rather than attempt too much at the inception.

On motion, the four departments created were as follows:

ROBERT E. DOWDELL
President of National Press Association

1. Department of the weekly newspaper
2. Department of the daily newspaper.
3. Department for the newspaper publisher, the job printer, both from the business and mechanical standpoint, and including the cost system.
4. Department of journalistic education.

Chairmen of departments were on motion appointed as follows:

Ovid Bell, Fulton, Mo., department weekly newspaper.

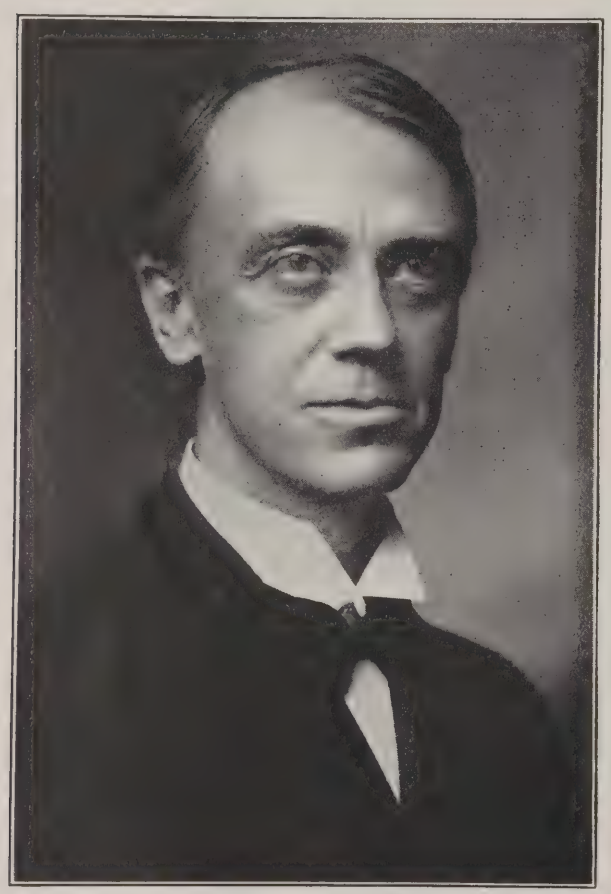
Frank P. Hall, Jamestown, N. Y., department daily newspaper.

John Clyde Oswald, New York City, department publisher, printer, cost system.

Walter Williams, Columbia, Mo., department journalistic education.

The four chairmen were upon motion instructed to select secretaries and to arrange all details of the department programme under their jurisdiction.

The question of membership was fully discussed. The secretary was, on motion, instructed to send out preliminary circular urging membership and the importance



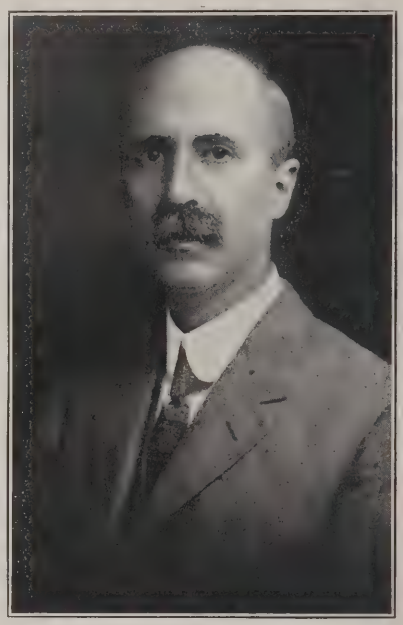
Walter Williams, L. L. D., Dean of the School of Journalism of the University of Missouri, Columbia, Mo., Chairman of the Department of Journalistic Education of the N. P. A.

not only of the Chicago meeting, the South Dakota trip, but of the good that will result from the affiliation and co-operation of the members. Each new member will receive a membership certificate, an association button, and during the year it is expected, and the hope is entertained, that at least one bulletin will be issued that will be worth many times the membership fee.

The Trip Through South Dakota

The executive committee wisely accepted the invitation of South Dakota after hearing the report of the itinerary as read by George Schlosser of Sioux Falls.

There were so many attractive features that the time was all too short for their accomplishment as first arranged. It was finally decided, upon motion, to devote



F. P. Hall, Publisher Daily Journal, Jamestown, N. Y. Chairman of Department of Daily Newspapers of the N. P. A.

seven full days to the great state of South Dakota. The committee appointed to have full charge of this part of

John Clyde Oswald, Editor American Printer, 25 City Hall Pl., New York City, Chairman of Department of Publisher, Printer and Cost System of N. P. A.

the programme consists of George Schlosser, R. E. Dowdell and W. F. Parrott.

Note.—Full particulars of the Chicago and South Dakota programmes will be issued by the secretary just as quickly as the several committees can round up the work.

All in all, the 1912 meeting promises to be the most fruitful in the twenty-seven years of the association. Arrange to be in attendance. Get new members. Each state member of the executive council (who will be mailed a copy of these proceedings) is urged to send the names of the president and secretary of the local associations within his state to Secretary Parrott at once. The plan is to reach every member of a state or district association in the United States within the next thirty days. It

W. F. Parrott, Secretary of N. P. A., Waterloo, Iowa

is up to the member of the executive council to organize his state and the associations within it.

Too much cannot be said of the South Dakota programme. It will please both in attractiveness and cost. In fact, you cannot afford to stay home this scheduled week.

Do Printers Figure Their Profits Right?

By William Earl Leever, Manager Systems Service, Borroughs Adding Machine Co.

A manufacturer of store equipment recently caused a question to be printed in a few of the national magazines, business, trade and newspaper publications, designed to find out what percentage of retailers figure their profit right.

The question had to be printed, of course, as an advertisement, even though it was not advertising in itself. Under the question was an offer to send a "48-page book for retailers" to any retailer who told how he figured the profit problem. Each retailer who answered the problem was also given another little book on the "Right Way to Figure Profits."

The publications used had a very wide circulation and of course went to a large number of retailers in every part of the United States and Canada.

The answers aggregated about 1,000, of which 750 were wrong.

It is hardly believable that 75 per cent of all retailers do not know how to figure profits. Some of the readers of this publication will doubt the possibility of such a condition.

Here is the question: A certain article costs $1 wholesale. What will it have to be sold for to allow a profit of 10 per cent, after allowing 22 per cent for cost of doing business?

It is a very simple question—one that every retailer has to answer in his own business every day. But 750 out of 1,000 retailers answered it wrong.

The answers ranged all the way from $1.10 to $1.60. The majority gave the selling price as $1.32 or $1.34, allowing a profit of one cent or less, notwithstanding an explanation at the bottom of the question that the answer was not $1.32.

A retailer in Dallas, Texas, answered like this:

> "In answering your question in the Saturday Evening Post, will say that it you had not stated that $1.32 was not correct, I would have put that price on the article, for I do not charge any profit on overhead expenses. But if I do, I cannot see any other way of figuring but to charge $1.34 on selling price. Will you please send me your book and please tell me what your selling price is, and oblige."

Is there any wonder that this man was not making money? He was on the straight road to bankruptcy and going fast. But he has slowed up now, and will soon be going in the right direction.

Perhaps some of the readers of this publication will think that there would be a profit in the article at $1.34, and to make sure that they will understand this Texas merchant's state of progress, it is well to explain why and how he was losing money instead of making ten per cent profit as he thought.

If the wholesale price is $1.00 and the cost of doing business 22 per cent, $1.34 does not allow 10 per cent, but only 1.4 per cent profit. On a gross annual business of $15.000 he will clear $150 a year, or a little better than $12 a month.

He said that if the ad had not stated that $1.32 was not correct, he would have put that price on the article.

Selling the article at $1.32, he would lose almost 1 per cent instead of making 10 per cent.

His trouble was that he figured his profit and the amount which he wanted to take out for the cost of doing business, or his percentages, on the cost price instead of on the selling price.

Instead of adding 32 per cent of the wholesale cost to the wholesale cost he should have added 32 per cent of the selling price to the wholesale cost.

The wholesale cost is not something to be added to, but a portion of the selling price, in this instance 68 per cent of the selling price.

If the wholesale cost is 68 per cent of the selling price, then the selling price is evidently $1.47, instead of $1.34, or $1.32.

If the cost of doing business is figured on the selling price, that is, 22 per cent on the gross amount of business done during the year, the cost of selling the article is not 22 cents but 32 1-3 cents.

If 10 per cent profit is desired on the selling price, it is not sufficient to add 10 cents to the cost price. Instead 14.7 cents, nearly 15 cents, must be added.

To prove this, take 22 per cent of $1.47, which is 32.34 cents, and 10 per cent of $1.47, which is 14.7 cents. Add these to $1.00 and you have $1.47.

A druggist in Alabama said:

> "If my cost of doing business is 22 per cent and I wish to make a sale to bear 10 per cent profit, I should figure it this way:
>
> Cost and cash.....$1.22
> Profit at 10 per cent..... 12.02
>
> Selling price $1.34
>
> "I would, therefore, sell for $1.34 all articles invoiced at $1.00 for 10 per cent profit. Am I correct?"

He is incorrect. As stated before, instead of making 10 per cent profit he would make a fraction over 1 per cent.

A Canton, Ohio, dealer in clothing and furnishing goods figured the problem in exactly the same way with the same result. So did a boot and shoe house at Goshen, Ind.

A lumber, hardware and furniture dealer in a little town in Illinois gave a little different solution, getting very near to the correct method. He deducted 22 from 100, leaving 78. This 78 he construed as being 78 per cent of the selling price, less his profit.

If $1.00 is 78 per cent of the selling price, the latter, of course, would be $1.28, which he labeled as the selling price to cover the cost of doing business.

Then he deducted 10 from 100, leaving 90, and labeled $1.28 as 90 per cent of the selling price to cover profit. $1.28, of course, is 90 per cent of $1.42, which he gave as the answer.

He made the mistake of taking his percentage for the cost of doing business out of one sum and his profit out of another. He should have taken both percentages at the same time.

He went on to prove his figures, and undoubtedly did prove them, so far as his way of figuring is concerned. But proving that a wrong answer is correct by using a wrong method is like trying to prove that a horse is a horse by pointing out a pig.

This man's letterhead showed that he has a capital stock of $10,000, and that he is treasurer of the company.

But he has the wrong job, for he was figuring himself out of 5 cents on every dollar's worth of goods he bought. He isn't doing it now.

A druggist out in Iowa figured his $1.00 wholesale cost to give him a selling price of $1.43. He went about it in the right way but figured wrong. First, he subtracted 32 (both percentages) from 100, giving 68; then he multiplied $1.00 by 100 and divided by 68, giving him "$1.43."

His method is very much better than his arithmetic. While he goes about it in the right way, he gets the wrong answer by 4 cents. Multiplying $1.00 by 100 and dividing by 68 should give $1.47—does if the calculation is performed correctly.

Undoubtedly a good many retailers were afraid of the question, thinking perhaps that if they answered it they would have the whole Burroughs Adding Machine Company's sales force trying to make them buy adding machines. But the offer did not say anything about adding machines except to print a letter from the Monroe Mercantile company of Monroe, Wash., a retail user of Burroughs machines.

Here is part of the reply of one retailer, Mr. T. C. Alzamora, a men's hatter and furnisher of Brooklyn, N. Y., illustrating this fear. Mr. Alzamora says:

> "I do not know that your machine would be of use to me, as I already have a cash register, but I would be interested in any system, not too complicated, that would keep absolute track of a diversified stock like mine.
>
> "Regarding your question as to percentage, I first calculate what the article will bring retail, then subtract 32 per cent. If the cost is more than this, I cannot afford to handle same. The selling price in your example would be $1.47."

Undoubtedly, Mr. Alzamora is a live retailer, and his letter is very business like.

Here is another sensible letter, from Mr. H. Bradley, manager of The McAlister company of Oregon, Ill.

> "We always figure our profit on the selling price, which is the only proper method, as follows:
>
> "From 100 deduct the percentage of profit desired, and divide the remainder into the wholesale cost of the goods.
>
> "The quotient will be the selling price.
>
> "In this case we desire to make a profit of 10 per cent over the cost of doing business at 22 per cent.
>
> "We take 32 from 100, leaving 68. Divide this into 100 and we get $1.47, the selling price, which will show you the desired per cent of profit."

Here is a letter from A. D. Hogan, of Glen Village, N. Y., which shows appreciation:

> "Your question in the Saturday Evening Post entitled 'What Is the Selling Price' attracted my attention.
>
> "I picked up my pencil to work it out, but it did not come. Then I took a sheet of paper and went at it with the result given below. It was a revelation to me.
>
> "The figures applied to every-day sellers in my stock proved that many articles were only returning a bank interest profit. It was a surprise to me."

Then he goes on to figure it out for us in the following very sensible way:

> "Let the selling price equal.....100 per cent
> Deduct the cost of doing business 22 per cent
> Deduct for profit..... 10 per cent
>
> Cost is 68 per cent of selling price. 68 per cent
>
> Then 68 per cent is $1.00
> Then 1 per cent is ..... .0147
> Then 100 per cent is 100 times .0147 or.. 1.47
>
> "I wish to thank you for bringing the matter of profit to my attention in such a forcible manner."

The cost price of an article is not a thing to be added to. It is a per cent of the selling price.

A Precious Valentine

Their dad's a millionaire—for surely you'll agree
They're worth a million each, these jewels three;
And since he cannot part with the genuine,
He will send you them in "paste"—for a Valentine

FARM JOURNAL EDITOR TALKS ON JOURNALISM

The students in agricultural journalism at the College of Agriculture of the University of Wisconsin were recently addressed by D. A. Wallace, editor of The Farmer, St. Paul. Mr. Wallace gave the students the result of his many years' experience as a writer and editor and explained to them some of the points they should know as contributors to farm papers. This is one of the series of lectures by agricultural editors to the students who are interested in agricultural journalism.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Department to National Printer-Journalist, Chicago.

The Printer and the Exploitation of His Product

LIKE the shoemaker's wife, the average printer's use of advertising is ofttimes in a sadly neglected condition. A calling so intimately connected with advertising should be the best representative of this force, that makes for all business life. Yet after filling the multitudinous duties of running a paper, a printing business, serving in all the capacities of editor, foreman and executive financier, and incidentally booming everyone else's business but his own, the weekly round leaves the printer but little time or energy for thinking up selling schemes for himself.

After many years' experience in all-around "print-shops," the writer ventures to offer some suggestions and reminiscences that may prove helpful.

When the Norman conquerors came to England many changes and admixtures of the Saxon and Norman languages resulted. For example, while the hogs were on the hoof they were tended by the lowly Saxons and were known as "swine," yet when killed and roasted and served to the conquerors the same swine were called by the Normans "pork."

So in the "printshop," where the blunders of the merchant advertisers are corrected, and out of a chaotic mass of copy the weary "comp." labors to produce a readable, forceful ad, the product is delivered to the customer as plain "printing." Then the merchant puts it out and proudly claims all its merits as "my advertising."

An incident comes to mind of a time when the writer was getting up a special issue of a paper and finally persuaded a butcher to take a 2-inch space. After hammering for the copy, which arrived at the last minute, it was found to consist of a scrap of greasy butcher's paper, with some illegible pencil marks, the only readable portion of which was a large display head: "I ain't no Jew and I don't do no Jew business." The necessities of the case left but one thing to do, and that was to take a stick and set up a dignified, snappy ad for the meat market. Later it was amusing to overhear the customer (proud to see his name in print) calling attention to his original advertising.

This brings us to the point of the printer's attitude toward his advertising. You who are the printers of others' advertising should realize you are an advertising expert yourself. Be a master in your field. Don't let yourself think that you are a printer in the sense that you are only a mechanic.

While the early printers were men of learning, and looked up to as powers in their time, latter conditions have led to the gradual slighting of the position of the printer and his standing in the community. Touching upon the causes for this condition, perhaps the most immediate is that in a commercial age the printer has allowed himself to work too cheaply. Where a merchant may set up in business and do well with a capital of a thousand or two dollars, the printer, in the same field, requiring more capital and greater business ability, besides education, tact, and a trade, makes no more money and rarely as much as the merchant.

Happily these conditions, which are found in the larger fields as well as the smaller, are daily growing better. The printer is taking his due. His financial standing is better, he is taking his rightful place in the community, and his fellow-citizens are realizing that they can't stay on the map without printer's ink. The local paper and local printing office are, after all, the main connecting links with the rest of the world, and hold together the members of the community in business and industrial promotion and in all efforts for improvement or advance.

So the printer must take his stand as the leading exponent of his art, and if "printing" is not the term that means the most, let him be the "advertising expert" in his field.

Having come to a right mental attitude, the next step is to plan a "campaign." This much-abused term should mean as much to the printer as to the national advertiser.

When seeking an interview with a prominent man, the writer was once told: "You cannot see Mr. Blank; he is very busy, and his time is valuable." The word returned was that "Mr. Blank's time is probably no more valuable to him than mine is to me." So your plan of an advertising campaign is as important to you as some of those we "read about."

A firm conviction, an enthusiasm, must be back

of every result. Nothing was ever accomplished without a plan, and no plan was ever carried to success without a force behind it.

You are the force. Your personality must permeate your advertising and make it stand out, and that is what is going to make the difference between twenty cents' worth of ink and two dollars' worth of paper and twenty dollars' worth of publicity.

No one can tell you just what to do to get results in advertising. All that may be done is to suggest, to show underlying principles. You must adapt them to your business—your field must be worked out for yourself.

In a medium-sized city, well known to the writer, there is a clothier, past middle age, who sells more clothing to young men than does any other man in the county. He knows everyone by sight; in himself is the spirit of eternal youth, which attracts men to him. His store reflects his vigorous personality. Yet, when confronted with the weekly task of filling a column space in the local paper he was helpless, and would run the firm name with the invariable legend "Men's Clothing." His special sales consisted of a list of prices only.

As a side venture the writer undertook to handle his space for a year (for a consideration) and went at it by going in and looking over the store for an hour and listening to the proprietor's selling talk. Then all there was to do was to write out a few of the salient features "just as the clothier talked about them." He knew what he had to sell,—what the latest things were,—but was afraid of pen and ink. Those ads sounded like the store; they had personality and, in the final test, they brought in the dollars.

To sum up, then, the printer must realize he is an advertiser, and back this attitude by a study of the best advertising ideas of others. He must consider his field, his business, what he is going after, and then he must take the shortest, quickest method to "get what he wants."

In closing, a past incident may be of some interest. While struggling along in a town in the east, the writer undertook a job and news office where two other printers had failed to make a success. In the interim, papers from nearby places, with large equipment, had "copped out" most of the work. The first thing, when going after a bunch of printing for a local entertainment, the writer was told, "They do full-sheet posters over at the county seat for so much, so we gave them the whole order." A little observation showed that "a printer was known by the full-sheet posters he did"—in that town, at least. It seems the populace all gathered around the stores and hotels evenings and discussed full-sheet posters. It wouldn't do to get them done out of town, for everyone knows what's doing in a small place. We didn't want full-sheet posters. There was no money in them, nor did our souls yearn to express our thoughts in just that form of art. But when we were in Rome we had to produce what the Romans wanted. So we got busy, landed an order, and laid ourselves out to produce posters. What we didn't have for type we cut out of wood. We varied the ink. We used wood rule for panels. We had small brayers and did two colors at one impression (the edition was limited) and made that town proud of our full-sheet posters. The incidental loss from trying to do jobs for which we were not equipped we charged up to advertising—but it saved the day, and was good advertising, too.

SUCCESSFUL CIRCULATION CAMPAIGN

Office of the Springfield Leader,
Springfield, Mo., February 29, 1912.

Editorial Department, National Printer-Journalist, Chicago, Ill.

Gentlemen: Being a newspaper publisher and consequently an interested reader of your magazine, and noticing that you give space to reports of successful circulation campaigns on various newspapers throughout the country, I am sending you an account of a most successful circulation campaign which we have just concluded on our paper, which I feel sure you will think worthy of publication in your estimable magazine.

During a campaign for circulation, using a popular voting contest as a medium, and offering a 1912 "Inter-State" automobile, four player-pianos, four diamond rings, four solid gold watches, and four business college courses, as the incentives, we added over 5,000 new paid-in-advance subscribers, averaging over twelve months. Notwithstanding the severe weather conditions of the year—the worst experienced in years in southern Missouri—with but few really pleasant days during the campaign, we have made a record of which we feel immensely proud, and are justly proud also of the ambition and energy of southern Missouri's young women, who worked tirelessly and perseveringly.

During the closing week of the campaign, with 18 inches of snow on the ground, trains stalled because of the storm, rural routes out of operation because of actual impossibility in delivering mail, the young women candidates worked.

Before the contest opened our circulation averaged 7,400 daily, while at the present writing it is over 12,000. The campaign was conducted under the auspices of the Northeastern Circulation Company of Davenport, Iowa, and was conducted and concluded without a single bit of dissatisfaction. Everyone was pleased with the result, and The Leader has benefited materially in many ways.

Trusting that you will be able to use the above statement in an early issue, and thanking you for your courtesy, I am,

Very truly yours,
H. S. JEWELL,
Publisher The Springfield Leader.

WISE AND TRUE WORDS FOR PRINTERS

To replace his own value as he wears out.

To provide against unforeseen emergencies.

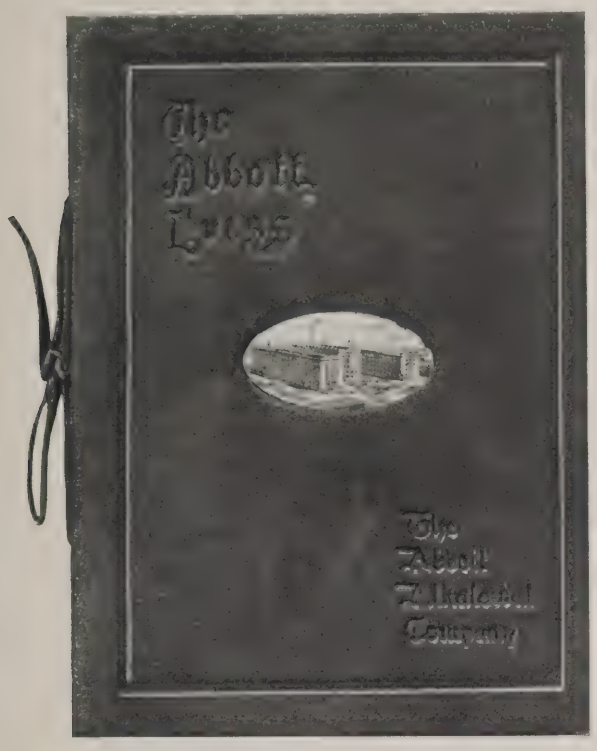
To give money and reasonable leisure for the enjoyment of himself and his family as he goes through the active period of life.

To give him at least a few years of freedom from business care before the end comes.

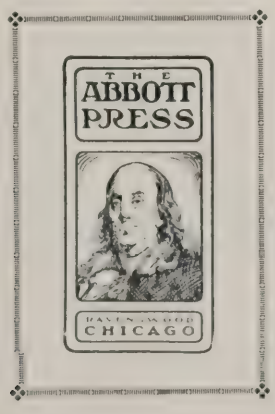
It is the printer's paramount duty to so order his business and so arrange his selling methods that these important matters may be provided for in his scheme of life.—Herbert L. Baker.

A Get-Together Luncheon

PRINTERS, advertisers, periodical and newspaper publishers are closely allied in business interests. Advertising, today, has become a separate calling and has grown in importance beyond all that could have been imagined even a quarter of a century ago. It is a calling, too, that has developed highest business ethics and ideals. To get in close touch with advertising men today and share in their discussions and views is an important and liberal education for both publishers and printers. The Associated Ohio Dailies have done well to choose delegates to the approaching convention of the Associated Advertising Clubs of America. Every publisher and printer who attended the convention of clubs in Boston last year felt doubly repaid. This much by way of promise.



Cover Page of Menu



Recognizing these truths, The Abbott Press of Chicago recently gave a complimentary luncheon to the Round Tablers of the Chicago Advertising Association. In recognition of the high estimate placed on the value of the occasion, a very rich, artistic and attractive menu book was prepared and presented to each guest. The book was printed with Lanston monotype, both type and borders, on Strathmore India tint deckle-edged paper and bound in leather. The first cover page, reduced from the actual size of five and one-half by seven and one-half inches, is shown herewith in halftone, and also one of the well-balanced pages in full that contained the speaking programme. The printing was in black with gold border. There were sixteen pages, two used as fly-leaves. On the back of the first fly-leaf was the portrait of Dr. Abbott, and on the first page of the last fly-leaf, the portrait of Mr. Kimball, the manager of the printing establishment.

The first printed page was given up to a very full but most excellently balanced title. On the back of the title page were the following lines, that contain excellent sentiments for either a printer or newspaper man:

> "Give me the man with a smile on his face,
> Who can meet his reverses with calmness and grace,
> For, whether he's wielding a scepter or swab,
> I'm in love with the man who's in love with his job."

On the opposite page were given prints of the two well-designed trade marks of the Abbott Press, and in the center of the next page the following truism: "Anybody can cut prices—but it takes brains to make a better article." Then followed

the menu, backed by these lines of admonition to active sympathy and good cheer:

"When you see a man that's blue,
Shout, 'Hello, friend, how d'ye do!
What in thunder's ailing you?'
Grasp his hand and squeeze it tight,
Brace him for another fight;
Say to him, 'Friend, you're all right!'

"Think of something full of cheer—
Something that he'll laugh to hear—
Tell in tones rich, round and clear.
"Take his arm and walk a mile;
Work like this is worth the while,
Though it's sadly out of style."

"When this old world seems out of plumb,
And business is on the bum,
A good, broad grin and a lifted chin
Helps some, my boys, helps some."

"Those who can,
DO,
Those who can't,
Criticise."

Two pages were given up to "Autographs." The first was backed by the saying of Winston Churchill: "Let a man cease to believe in what he is doing and he loses force," and the other by the following original lines by Kimball:

Program

S. DE WITT CLOUGH, Toastmaster

A Little Hilarity	R. P. HOGAN
Our Work With the Medical Profession	DR. ALFRED S. BURDICK
Greetings from THE ABBOTT PRESS	C. E. KIMBALL
A Song and a Story	R. P. HOGAN
The Advantages of a Personal Inspection Trip	H. W. HEEGSTRA
The C. A. A. and The Round Tablers	A. E. CHAMBERLAIN
What We Can Do to Boom the C. A. A.	A. B. JENSON
Solo	FRED A. FARRAR
What an Advertising Library Will Mean to the Round Tablers	A. N. FOX
The Round Tablers, Past, Present and Future	L. B. DORR

The programme, which is given, occupied the next right-hand page, backed in the center of the next page by the words:

The addresses made were all entertaining and instructive and appropriate to the topics given. The arguments of A. N. Fox for an advertising library

were convincing and his suggestions practical and pleasing. The idea of a library devoted to advertising revealed the fact that this new profession already has a literature of its own. We have reached the

point where printing libraries and journalistic libraries are becoming as necessary to well-equipped printers and newspaper makers as are law libraries to lawyers, and medical libraries to physicians.

BELIVES IN CASH PAYMENT—WILL STAY WITH N. P.-J.

National Printer-Journalist, Chicago.

Gentlemen: Herewith draft to cover subscription to December, 1912. Like all publisher delinquents, it has over-run because of inattention and not through any real lack of desire to pay. I should be glad to see the N. P.-J. go to a cash-in-advance plan, and believe it would pay. In thus expressing an opinion, I am speaking from experience, as I have done it with my paper and have no reason to regret it. I lost about 16 per cent of my list but have a larger number paid than ever before and believe all are better satisfied. I shall stay with it and give every encouragement to other publishers to do so.

Respectfully, J. W. MORPHY.

M. P. Gould, president of the M. P. Gould Company of New York, showed in an address before the students in the School of Journalism of the University of Missouri, February 13, how modern advertising has gained the co-operation of the salesman. At first the advertising agencies tried to tell the manufacturer that advertising would reduce the number of salesmen by one-half. The result was animosity on the part of the salesmen and a loss of efficiency on the part of the advertising.

The selection of the proper media will eliminate a large amount of waste in advertising, he said. The advertiser must know where the papers he is using circulate and among what classes of people. He can find these things out from the publishers and the result will be a great aid to him.

Movements for Reform and Good Government Should Begin at Home

Over and over again, it has been the effort of the National Printer-Journalist to enforce the importance of the home field to the newspaper. There has come to be a very general recognition, within the past few years, even among the metropolitan dailies, that first service is due to the city of publication. If our municipal, village, township and county governments, including the election of worthy state legislators, can be made honest, efficient and in every way protective of, useful and subservient to, the people and all their interests—protecting their personal rights, their health, their morals, advancing their intelligence and virtues, securing to each and all opportunities for life, liberty and the free pursuit of all good, wholesome and uplifting things that tend to well-being and happiness—there will be little need for worry about the outcome in state and national affairs. In view of these facts, we are very much pleased with the following letter from the Carrollton, Ill., Patriot, and the clipping from that paper, accompanying the same, which we publish in full with the headings as a subhead:

Office of The Patriot

Carrollton, Ill., Feb. 24, 1912.

My Dear Mr. Herbert: Just now, when every country editor is being loaded down with material and "free plates" from the press bureaus of state and national candidates, it occurred to me that it would be well to "hark back" to home affairs in politics. How we all love to save the nation, and let "just any old thing" slip into the local offices and squander the city, township and county money.

We have in Carrollton a little club of lawyers, school teachers, an editor, etc., and we discuss current topics. Two weeks ago I read a paper with this question as the text: "Which is the more important to the individual voter, the election of a president of the United States or that of a highway commissioner in Carrollton town?" For your own personal perusal I am enclosing the printed outline and extracts from the paper.

It seems to me that patriotism to one's own home town or community cannot be preached too persistently through the country press, and to the country editors themselves.

Yours truly,

CHARLES BRADSHAW.

LOCAL OR NATIONAL

In Elections Which Is the Most Important to You?—To Reform the State and Nation Begin at Home—Local Affairs Are Neglected, Says Current Topic Club.

Should a national or local election demand the greater attention from the individual voter? This question was debated by the Current Topic club Saturday evening, and the unanimous opinion was that the local election is by far the more important from every point of view. At the same time it was admitted that the apathy of voters in filling the offices that are of utmost importance to them is inexcusable. It was agreed that the place to strike the most telling blow to graft and profligate mismanagement is in local elections.

A president of the United States and a highway commissioner of Carrollton town are to be elected this year. It was suggested by the paper that there are several hundred men in the United States who are large enough in every way to fill the executive chair, but there are several hundred townships in the same United States in which it would be difficult to find even one man possessing the knowledge and experience needed for a really good highway commissioner. The prodigality of Nature in providing

presidential timber, and her extreme parsimony in furnishing men who are both capable and willing to perform local civic duties in a business-like manner, have become proverbial.

It was estimated that ninety per cent of the business and social interests of the average man lie within ten or twenty miles of his home, and that not more than ten per cent of his interests extend beyond into the world at large. If ninety per cent of our financial income, ninety per cent of our enjoyment of life, is derived from the community in which we live, should not ninety per cent of our effort for public betterment, ninety per cent of our lifting and boosting, ninety per cent of our civic pride, ninety per cent of our hopes and prayers, be centered upon that community?

The world will rise and shine all right if it gets a ten per cent boost from all of us. And if every community is given the impetus of a ninety per cent boost from all its people, the effect in the aggregate will make this old world move forward more rapidly than ever.

In starting anything it is important to start in the right place. Forty years ago pupils began studying geography with a globe or map of the two hemispheres. Now they begin by drawing a map of their schoolyard, following that with one of their township. And when they study civics they learn first of all that the foundation of all government is the home, and that our own civil govegnment begins with the township.

The paper introducing the club's discussion was read by Charles Bradshaw. The club requested that the paper be published in full. The foregoing outline and the following extracts will sufficiently cover the ground:

It is the history of every great movement or reform that it started in some obscure village or crossroads hamlet. The Christian religion was born in a manger in Bethlehem of Judea. Wittenberg, Germany, was the cradle of the Reformation. The ringing of the bell on the town hall in Philadelphia announced the birth of American independence. The Emancipation Proclamation started at the obscure birthplace of Abraham Lincoln and developed backbone and character in a devious pathway through Illinois villages and towns, before it sprang into actual being down in Washington. Our political parties, great and small, had their beginnings in local gatherings of men who met at some village store or town hall to discuss the political situation.

Do you begin to grasp the importance of that local community which has given birth to one of these great reforms? Do you realize the possibilities of any community becoming the starting point of some future reformation?

But only a small part of the world's progress has proceeded directly from revolutions and reformations. The world moves more wonderfully, not by leaps and bounds, but by steady, forward march. And that steady advance has its origin also in the multitude of individual communities. The world is lifted by little wedges, driven by pigmy man, not by some gigantic lever in the hands of the gods.

Let us look at another phase of the subject. Where there are great possibilities for good and for progress, there we find also appalling dangers of evil and retrogression. We look upon political corruption, bribery, the tricks and chicanery of politics, as originating in the great political centers. But it is neither Springfield nor Washington that makes men corrupt. State and national capitals merely afford larger opportunity for the exercise of dishonest methods. The talents in rascality and crookedness which find fruitful fields for operation there, had their beginnings, I venture to say, four times out of five, in the ward caucuses, in town councils, in county boards, in the small affairs of local communities, where the men who eventually get into state or national politics fight their first battles.

Do you begin to grasp the fact that eternal vigilance in local politics is the price of clean politics in state and nation?

Generally speaking, the individual voter has a misconception of the importance and character of his job of "saving the nation,"—that is to say when he has any notion of it at all. He wants to march down to the capital and set things to rights, and he reaches out his brawny arm over the first twenty-four inches of the eight hundred miles, and shakes his fist dreadfully and most threateningly in the general direction of Washington, D. C. He has yet to learn that the place to reform the United State senate is in the state legislature, and the place to reform the legislature is in the county board of supervisors, in the city council, in the highway commissioners—the local bodies from which legislators so often graduate. For his benefit suppose we paraphrase a well remembered proverb into this: Take care of your home town and county, and the nation will take care of itself.

In Carrollton township in 1908, 818 voters expressed a choice for president of the United States, and only 569 felt sufficient interest to vote for highway commissioner. In 1904, 742 voted for president, and only 543 for highway commissioner. In 1900, about the same proportion was maintained, 837 voting for president, 622 for highway commissioner. In 1896 the figures were 934 for president and 632 for highway commissioner. A presidential election gets out almost every vote in the township. "Off-year" elections, when only state and county offices are filled, show a market falling off of the vote, and in the spring elections, limited exclusively to local offices, from 200 to 300 voters in the township stay at home. The office that is farthest from the people stirs up the greatest enthusiasm and partisanship. When offices that lie close to the people are to be filled—offices that directly affect the personal interests of every citizen—the apathy is beyond belief.

What would it mean if we gave to the home community its due proportion of our patriotic efforts and political zeal?

It would mean the election of the most competent men, men of business capacity, to fill local offices.

It would mean the economical administration of local affairs on a business basis and for the benefit of the governed.

It would mean more efficient service, better roads, better streets, a cleaner city, more and better public utilities.

It would mean reform where graft and profligate mismanagement now exist without a protest.

It would eventually come to mean that to be a highway commissioner, a city alderman or a member of the county board is a great honor, as well as a duty and an opportunity to faithfully serve one's neighbors.

To me, as to all of you, the center of the universe is my home—the town or community in which I live. No matter where I stray, some thoroughfare or by-path leads back home. No other spot on earth, however fair or fascinating, can win my interest or make demands on my time and labor, as against that one spot I call my home town.

There is no great difference, so far as government affairs are concerned, between the so-called city and the so-called country press, and there is not a newspaper publisher or editor in the United States—from Boston, New York, Philadelphia and Charleston on the east, to Seattle, Portland, San Francisco, Los Angeles and Santiago on the west—who canot wisely and profitably study and apply these ideas. It is even more true of the city dweller than of the rural dweller that "ninety per cent of the business and social interests of the average man lie within ten or twenty miles of his home." Good homes with all that is meant by home influence, love, protection, security, healthfulness and comfort, mean good citizens, good communities and good government. Corruption in politics in this country comes largely from, and rests on, corruption in local affairs. No man can have a higher mission in this life than that of influencing for good, for purity, righteousness, justice, thrift and intelligent honesty, industry and good government, the homes and home communities. For this reason, the newspaper calling, when conscientiously and worthily followed, is the grandest and most potent, for all that counts in philanthropy, humanity and patriotism, among all the vocations of this age or of any other age.

The National Press Association

AFTER all that we have said in this and former issues of the National Printer-Journalist as to the importance of comparing views, uniting in counsels and in active co-operation by all branches of the printing and publishing crafts and allied trades, it is needless to state that we heartily approve of the advance steps taken by the Executive Committee of the National Press Association. There are so many interests that are common to all branches of the printing and publishing business that a plan, for the members of each to confer in joint convention, seems not only wise but almost a necessity to the proper and most successful conduct of the affairs of any one branch.

At the meeting of the national council of the National Press Association in Chicago last November, strongly impressed with these thoughts, we offered a resolution for the establishing of ten different departments of the Association, to cover Advertising and Circulation Managers, Daily Papers, Weekly Home Papers, Periodicals of general circulation, Agricultural Papers, Trade Papers, Postal Laws and Regulations and Legislation, Cost System and Efficient Shop Management, and a Department of Education in Journalism.

Dr. Walter Williams, chairman of the Executive Committee, writes, and the report of the meeting of the committee in Kansas City shows, that it was not deemed best, at the start, to undertake all these departments, but four of the most important were decided upon and excellent chairmen, well fitted for the work, were chosen, with power to appoint secretaries and organize the departments. It is hoped that these chairmen will receive earnest support and practical aid in every way.

Ovid Bell, the chairman of the Department of the Weekly Newspaper, has shown, by his addresses before the national body as well as by his signal success as proprietor of a weekly newspaper, the breadth of view, and zeal and success that fully indicate and assure his fitness for the position as a leader in all that especially pertains to the home weekly papers of this Republic, where these publications, near to the people and all their interests, have so great an influence for the conserving of good government and good citizenship; upbuilding of agriculture and other industries; the homes, the schools and all worthy institutions; helping in the providing good roads and aiding in all rural improvement and the betterment of towns and the countryside.

Mr. F. P. Hall, chairman of the Department of Daily Papers, is the publisher of one of the most successful interior dailies of New York. He has always been active in association work, having served as president of the New York and vice-president of the National Association. He is a quiet, earnest worker and a good organizer with a wide acquaintance and a large circle of friends among the members of the daily press.

John Clyde Oswald, chairman of the Department of Publisher, Printer and Cost System, has made a notable success as publisher of the American Printer, and very few men are so widely and thoroughly informed, as is he, with regard to branches covered by his department. He conducts a model printing office as well as model journal for the printing crafts. He is in close touch with organizations of employing printers and is a frequent and instructive speaker at conventions and meetings of the trade press, the Typothetae, and of publishers and editors. He is a practical organization man, and rightly held in high esteem by large circles of friends in the graphic arts crafts and allied trades. He is well posted as to the cost system, as well as to all other modern advances and improvements in printing and newspaper making. He has, in his department, a wide and most useful field. It is to be noticed that in this department the committee combined three of the proposed departments, but the subjects are closely related, and all who are interested in one will be interested in all.

It is hardly necessary to make any remarks at all with regard to the ability of Dean Walter Williams as an educator in journalism. He has made a reputation that is not only nation but world wide. The newspaper week of the School of Journalism of the University of Missouri is equal to a national convention, and the instructions, through able addresses by the leader in the meeting, are not only worthy of a great school, but answer almost as a post-graduate course of a great university. If he only brings to bear the same zeal and ability to the organization and conduct of the Department of Journalistic Education of the National Press Association that he has brought to the School of Journalism, it will prove a department well worth while, if its sessisons do not seem to exceed in interest and usefulness the general meetings of the convention. Let the membership, all the members of the press, rally to the support of these several departments and of the association as a whole, and not only will the next convention prove the most valuable in all the twenty-seven, but a career of usefulness will be entered upon the scope and usefulness of which cannot now be estimated.

A point has been reached when members of the graphic arts must more broadly educate themselves, and provide for the education of those who are to come after them, or else fail in the performance of highest duty and in the attainments, usefulness and worthy successes made possible and even demanded by existing conditions of business and the broadest individual and public welfare.

A Model Association Convention of Ohio Associated Dailies

GREAT advances are made in this age through voluntary organizations of earnest men for advancement of the several callings represented therein and the mutual uplifting of the members in knowledge, genuine enthusiasm and active desire and effort for greater and more worthy accomplishment. So long as such organizations are headed by officers who are loyal, earnest and self-sacrificing and who work for the good that is to be achieved, instead of striving for personal gain, or honors to themselves, they do a world of good in a general way besides affording pleasure and profit to the members. In all these things, the Ohio Associated Dailies may well be taken as a worthy model, though there are others. It has grown in strength and usefulness with the passing of years and its twenty-seventh annual convention, held at Columbus, Ohio, February 13 and 14, is said to have been the most successful in its history. President John T. Mack presided. The subjects discussed were political as well as broad and of public interest. The American Press gives the following summary of the proceedings:

Members of the legislative committee, led by Malcolm Jennings, chairman, made reports on the bills pending before the legislature that affect the newspapers. Country commissioners' annual reports were discussed by H. C. Vortreide of the Toledo (O.) Express and others.

"Municipal Advertising and the City Appropriation Ordinance" was presented by Harry E. Rice of the Xenia (O.) Herald and other members. Attorney General T. S. Hogan also made an address on this subject that was very interesting and instructive and was delivered in a humorous vein for which the attorney general is noted.

Professor A. B. Graham, superintendent of the state extension department of the O. S. U., delivered an address on "Agricultural Education and What It Means to the Press."

"Carriers and Reporters on Street Cars" was a subject discussed for a long time, many members participating. Rulings of the public service commission were explained by Hon. O. H. Hughes, a member of the commission. S. G. McClure of the Youngstown (O.) Telegram and others also discussed this subject.

"A New Ally for Newspaper Publishers," an address by O. C. Harn, president of the Association of National Advertising Managers, was well taken. The Associated Ohio Dailies passed a resolution to appoint five delegates to meet with the Association of National Advertising Managers to formulate plans that will bring the publisher and advertising manager closer together.

"Bureau of Public Accounting and Its Findings During the Year," by Hon. E. M. Fullington, state auditor, was an interesting subject.

G. H. E. Hawkins, advertising manager N. K. Fairbank company, Chicago, and vice-president A. N. A. M., was to deliver an address on "Co-operation," but Mr. Hawkins was prevented from attending the meeting, and his paper was read by President Mack.

S. J. Flickinger, editor of the Dayton (O.) Herald and chairman of the memorial committee, delivered a memorial address on William S. Cappeller, the late publisher of the Mansfield (O.) News. Mr. Jones of the Mansfield News responded to Mr. Flickinger's address.

The Niles-Warren case was presented by Horace Holbrook of the Warren (O.) Democrat.

W. F. Wiley, managing editor of the Cincinnati Enquirer, was to deliver an address on "The Libel and the Supreme Court's Decision—A Constitutional Provision," but Mr. Wiley was unable to attend the meeting, and therefore his address was read by President Mack. W. F. Maag of the Youngstown (O.) Vindicator also addressed the meeting on the same subject, with general discussion by members.

"A Newspaper's Good Will—Suits to Test Legality of Taxing It," was an able address by J. P. Chew, treasurer of the Ohio Associated Dailies and publisher of the Xenia (O.) Gazette.

Judge R. M. Ditty, president of the Ohio tax commission, delivered an address on the "Taxation of Newspaper Properties" and caused a great deal of discussion among members.

"The Newspaper, the Advertiser and the A. A. A." was an address by A. N. Drake of the Wyckoff Advertising company.

There were many topics for general discussion, such as cost systems, uniform form of advertising bills, the news print situation, presses and machinery, wages, foreign advertising contracts, free automobile, steamship and railroad advertising.

Last year's officers were re-elected, John T. Mack remaining as president, while G. W. C. Perry, L. A. Brush and J. P. Chew are vice-president, secretary and treasurer, respectively.

The Largest Single Newspaper Advertisement Ever Printed

That excellent daily newspaper, the Elgin, Ill., News, rightly prides itself upon the largest single advertisement, consisting of eighteen full, seven-column pages, that ever appeared in a newspaper. Much has been truthfully said as to the wisdom of co-operation by manufacturers, in home papers, with local dealers that handle their goods. This advertisement is a striking illustration of this kind of co-operation. The advertisement is for "The August Scheele Company," but forty-seven manufacturers unite in the advertisement. There is nothing that equals intelligent co-operation. Newspapers should co-operate with the local merchants and aid to help along the sales of advertised merchandise or manufactures. Here is a hint to publishers of other newspapers: interest your local merchants to enlist the manufacturers and jobbers to co-operate in intelligent promotion through your papers. Such co-operation makes local advertising by distant concerns practical, and will prove ten times more effective than magazine advertising. The local paper reaches from thousands to tens of thousands in the home city, where the goods are sought to be sold, while the distant periodical, the weeklies or monthlies of general circulation, reach only from fifty to a few hundred. The News says of this advertisement:

This issue of The Daily News is in some respects the most remarkable edition of any newspaper ever published in Elgin or any other town of its size in the country. There appears in its thirty-two pages eighteen solid pages or 2,520 inches of display advertising for goods sold in one store—The August Scheele Company. No newspaper, either big or little, ever carried as great amount of advertising for one store in a single edition.

The concerns whose advertisements appear in this edition contracted for the space at the invitation of the Scheele company and were quick to recognize the value

of the plan as a stimulant to increase trade. Some are local manufacturers, while others operate factories far from Elgin. The goods of some are well advertised brands, familiar to readers of The Daily News, while the announcements of others have never appeared in any other Elgin paper. There are forty-seven in all, some of them the largest concerns of the kind in the world.

The goods advertised are commended to particular people who believe that the best in the food line is the very cheapest in the long run. They are standard goods of well-known brands whose purity and wholesomeness are recognized the world over. The Scheele company, as well as the manufacturers whose announcements appear in this edition, are to be congratulated on the enterprise shown.

PROPOSED POSTAL CHANGES OF ESPECIAL INTEREST TO INLAND DAILIES

Findlay, Ohio, February 29, 1912.

B. B. Herbert, Editor National Printer-Journalist, Chicago, Ill.

Dear Mr. Herbert: I want to call your attention to the annual report of the postmaster general and the recommendation to congress by President Taft relating to second-class postal rates. The postmaster general recommends that the rates be increased to two cents per pound, but as an offset to that, also recommends that the free in-county privilege be extended so as to include papers mailed on rural routes emanating from free city delivery offices. President Taft concurs with the postmaster general in the first recommendation but not in the second, and insists that the free in-county privilege should not be extended beyond present limitations. If the postmaster general's recommendation should be adopted by congress, the excess of postage which the newspaper publishers would be required to pay on the matter sent outside of their own county would be made up by the removal of the postal charge on the copies mailed on the rural routes emanating from city free delivery offices.

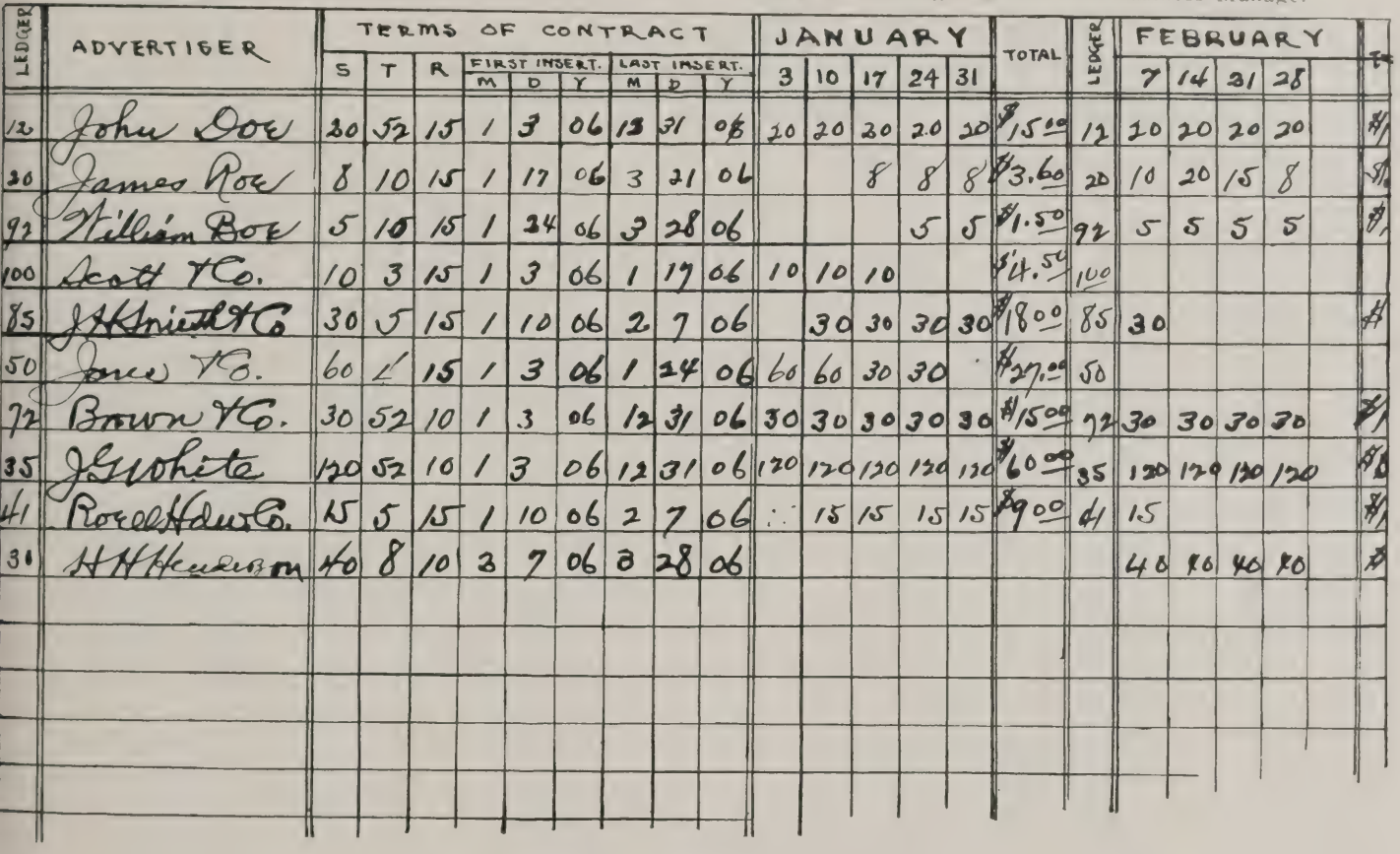
This plan would also work as a protection to the publishers of newspapers in the smaller cities, as no doubt in 90 per cent of the cases at least 50 per cent of the amount of postage paid by the publishers of the inland dailies is paid on papers that are mailed to the rural route subscribers on the routes emanating from the city of the office of publication, which would give the smaller dailies a decided advantage in their own territory over the metropolitan dailies, which now, on account of the cheap rates of postage, are able to circulate at a price much less than the local publishers can afford.

Under recommendation of the president, the publishers of smaller dailies would gain nothing by way of advantage over the city dailies, and at the same time would be compelled to pay double the amount of postage they now pay.

We believe this is a matter in which every publisher of an inland daily or weekly newspaper is vitally interested and we recommend that some concerted action should be taken by them to protect their interest.

Yours truly,

THE FINDLAY PUBLISHING CO.,
By I. N. Heininger, Editor and Business Manager



LEDGER	ADVERTISER	TERMS OF CONTRACT			FIRST INSERT.			LAST INSERT.			JANUARY					TOTAL	LEDGER	FEBRUARY				
		S	T	R	M	D	Y	M	D	Y	3	10	17	24	31			7	14	21	28	
12	John Doe	20	52	15	1	3	06	12	31	06	20	20	20	20	20	$15.00	12	20	20	20	20	
30	James Roe	8	10	15	1	17	06	3	21	06			8	8	8	$3.60	20	10	20	15	8	
92	William Boe	5	10	15	1	24	06	3	28	06				5	5	$1.50	92	5	5	5	5	
100	Scott & Co.	10	3	15	1	3	06	1	17	06	10	10	10			$4.50	100					
85	J. H. Smith & Co	30	5	15	1	10	06	2	7	06		30	30	30	30	$18.00	85	30				
50	Jones & Co.	60	4	15	1	3	06	1	24	06	60	60	30	30		$27.00	50					
72	Brown & Co.	30	52	10	1	3	06	12	31	06	30	30	30	30	30	$15.00	72	30	30	30	30	
35	J. G. White	120	52	10	1	3	06	12	31	06	120	120	120	120	120	$60.00	35	120	120	120	120	
41	Rorer Hdw. Co.	15	5	15	1	10	06	2	7	06		15	15	15	15	$9.00	41	15				
31	H. H. Heinemann	40	8	10	3	7	06	3	28	06								40	40	40	40	

A Suggestion for Advertisement Records

APPROVES "COST-SYSTEM" CAMPAIGN

Office of The Index News,
Index, Wash., Feb. 17, 1912.

Mr. B. B. Herbert, Editor National Printer-Journalist, Chicago, Ill.

Dear Sir: I am in receipt of your letter, accompanied by subscription record, also have just received the February number of the National Printer-Journalist, which is certainly a dandy. For some reason the January number failed to arrive, though I believe I am entitled to a copy. I have only a one-man shop, but I heartily believe in living profits for the printer, and your campaign in favor of the cost system is just what the average printer needs.

Yours truly,

H. F. WILCOX.

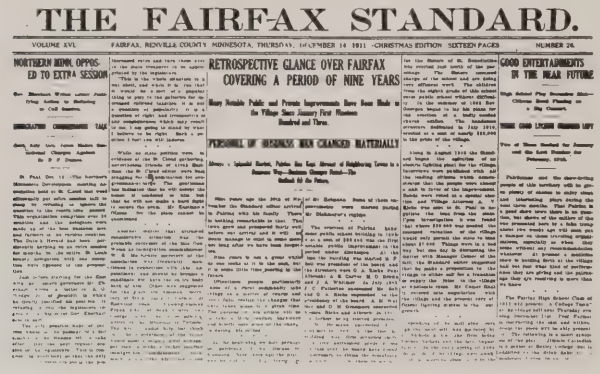
Newspaper Criticisms

[Continued from page 177]

in this installment, have any of you seen anything more remarkable than that shown in Exhibit 18, which is a full-page specimen from this sheet? Another creditable piece of work is that reproduced as Exhibit 19. It is a little fancy, perhaps, but very neat and attractive.

✣ ✣ ✣

The Fairfax, Minn., Standard issued a fine holiday special of sixteen pages, but without cover. It


THE FAIRFAX STANDARD.

VOLUME XVI. FAIRFAX, REDVILLE COUNTY, MINNESOTA, THURSDAY, DECEMBER 14 1911 CHRISTMAS EDITION SIXTEEN PAGES NUMBER 24.

NORTHERN BANK OPPOSED TO EXTRA SESSION

RETROSPECTIVE GLANCE OVER FAIRFAX COVERING A PERIOD OF NINE YEARS

GOOD ENTERTAINMENTS IN THE NEAR FUTURE

No. 20

would have seemed almost sacrilege to cover up so handsome a front page as that which adorned this edition, anyway. (Exhibit 20.) The most conservative critic would have to pronounce the con-

No. 21

tents of this issue splendid, the mechanical makeup being extremely well executed and the advertisement composition high grade. (Exhibits 21, 22 and 23.) The stock used in this edition was of an excellent quality, which enhanced the possibilities of the pressman.

✣ ✣ ✣

My friend E. R. Adamson of the Belleville, Wis., Recorder, brought his little sheet out in gala-day attire in consequence of the holidays, too. He had a few extra pages of advertising and the gayly colored syndicate cover. One fine feature I notice in this issue is a well-written feature story of the editor's visit to the farm home of one of his farmer

THE BIG STORE
SANTA CLAUS
AT THE BIG STORE
THE BIG STORE
You will find the Big Store loaded with useful holiday gifts for Mother, Father, Sister, Brother and Friends. Neck furs, fur sets, smoking jackets, fancy neckware, silk petticoats, fancy chinaware, dinner sets, lamps and most everything that will be appreciated.
Men's House Coats or Smoking Jackets
$6.00
Free Coffee Served
DECEMBER 18 AND 19
Dolls and Toys
Fur Sets
Groceries
Candies, Nuts and Fruits
Dinner Sets
$12.50
New Central Parlor Lamps
$2.25
COOKIES
Bring the Children to see Santa Claus
THIS STORE WILL BE CLOSED ALL DAY CHRISTMAS

No. 22

subscribers. That ought to be word enough to the wise country newspaper makers, everyone of whom have farmer subscribers worthy of a story, and possibly within walking distance of the office. Feature

Christmas Gifts
ARE already being sought by the early buyers, and by the way, they are wise, for NOW the stocks are complete and you are sure not to find just what you want then later in the season. We are offering a larger and better assortment to select your gifts from than ever before. We cordially invite all to visit our store when on your shopping tour.
The Best Christmas Gift
A GUNN SECTIONAL BOOKCASE
Tables
$11.25 to $20.00
Coffee Percolators
Carpet Sweepers
Drawers, Couches and Rockers
$8.75 to $25.00
Store Open Evenings
Rugs
Special Sale Robertson Reliable RUGS
KITCHEN CABINETS
$5.50 to $30.00
Beds
$11.00 $15.00 $20.00
MATTRESSES
7.50 10.50 11.75 12.50 $15.00
MUSIC CABINETS
$8.65 to $20.00
Hauser Lumber Company
FAIRFAX, MINNESOTA

No. 23

stories are a thing that many country editors neglect, sometimes for one reason and sometime for another; but never for the lack of material, which abounds on every hand in every town and hamlet big enough to support a newspaper. But it makes too big a subject to handle in this short paragraph, so I shall reserve it for discussion in an introductory way in next month's installment.

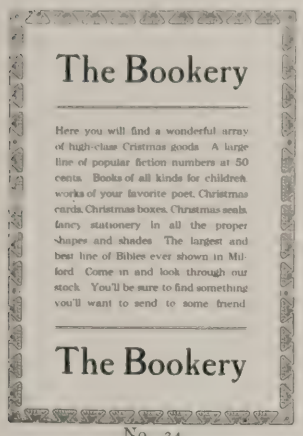
✣ ✣ ✣

There were some feature stories, properly illustrated, a lot of special Christmas advertising, and the same gayly colored syndicate cover, as special points in the holiday number of the Laurel, Neb., Advocate, that creditable six-column quarto by C. E. Nevin. There were ten pages and the aforesaid

cover in this Christmas souvenir, replete with displayed matter, much of which was turned out in pretty creditable fashion.

✣ ✣ ✣

From Milford, Ill., comes a pleasing holiday special, too. Its cover was homemade also, being composed of that same border described a year ago, of those troops of little sleepy-heads, clad in their night-clothes and carrying candles, as a border, with


The Bookery
Here you will find a wonderful array of high-class Cristmas goods A large line of popular fiction numbers at 50 cents. Books of all kinds for children works of your favorite poet. Christmas cards. Christmas boxes. Christmas seals fancy stationery in all the proper shapes and shades The largest and best line of Bibles ever shown in Milford Come in and look through our stock You'll be sure to find something you'll want to send to some friend
The Bookery

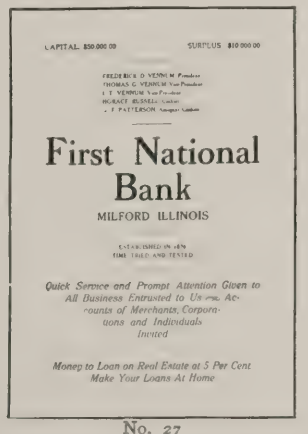
No. 24

We'll Help Santa
Hats, Caps, Shoes, Slippers, Gloves, Mittens, Kimonos, Dressing Sacques, Mufflers, Handkerchiefs, Hosiery, Ribbons, Laces, Dress Goods, Shirts, Neckties, Collars, Etc.
SIMON MILLER
WELLINGTON ILLINOIS

No. 25

a group of local halftone views as a centerpiece. Withal it was very attractive—more so, to me, than these gaudy syndicate covers. And what a delightful first page proper. It is full of taste and dignity, as is every page in the edition. Typography is modest and subdued and the advertisement composition exquisite—exquisite because the compositor

No. 26


First National Bank
MILFORD ILLINOIS
Quick Service and Prompt Attention Given to All Business Entrusted to Us
Money to Loan on Real Estate at 5 Per Cent
Make Your Loans At Home

No. 27

understands the value of white and black masses in contrast. Contents were first class and brightened with triple-column halftones of local scenes. Presswork is good. Four of the excellent quarter-page ads are shown herewith as Exhibits 24, 25, 26 and 27.

✣ ✣ ✣

The Western Newspaper Union's lithographed cover and eighteen pages of reading matter (part of which was displayed, of course,) constituted the Christmas special issued by the Republican of Faribault, Minn. The displayed portions were composed in a way somewhat better than the ordinary, some excellent ad faces and a good idea of style being their chief virtue. The contents were excellent and the editorial work thereon highly satisfactory. The grade of paper used is good and the impression and distribution of ink of such a combined excellence as meet with critical approval.

✣ ✣ ✣

A more ponderous thing still is the "booster, holiday and souvenir" edition of the Enterprise of Winnebago City, Minn. It is worthy of more comment than I shall be able to accord it in this paragraph, but I feel that it should at least have mention. It consisted of seventy-two pages, and lacked no feature that goes to the perfection of a souvenir edition, unless a cover is one of such features. The Enterprise had no cover. There were page after page of excellent reading matter, illustration after illustration, column after column of advertising, and everything in such an extravagant scale of greatness that words fail me in describing it. The work was all done in highly masterful manner, the editor, the compositor, the impositor and the pressman all having apparently understood their business, with the result that an extremely creditable edition was published. The front page was delightfully clean and attractively arranged, consisting principally of headed news-stories. The balance of the paper's pages contained the feature stuff, illustrations, advertisements, locals, and editorials—a whole pageful of the latter, all headed up in interesting shape, and founded on live, sprightly topics. The style is excellent, the English good, with force and fire thrown in in full measure. The choice of subjects showed versatile knowledge and covered a wide range of thought. The adman knows the value of white space, all right, but he doesn't always know just how to properly distribute that white space; for instance, in a number of his quarter-page ads, he left too much white at top and bottom of the space, whereas it would have been better to have thrown this in between the respective masses. The pressman did his work in pretty creditable fashion.

✣ ✣ ✣

Something more elaborate and extensive was the Christmas special issued by the Sisseton, S. D., Weekly Standard, which consisted of twenty-four six-column pages and the syndicate cover. As may be imagined, this edition contained an abundance of special "dope," more than half of it displayed advertising matter, and having been all the work of the local shop, it speaks very favorably for its publisher and makers. The editorial work is cleverly executed, and mechanical features are up to the same standard.

✣ ✣ ✣

In reproduction 28 may be seen the "foxy" cover used in the Highland, Ill., Journal's holiday edition.

Editor Stokes evidently takes more to the ladies than to the babies, to the latter of which so

Holiday Number

Highland Journal

Thursday, December 14, 1911

NINETEEN TWELVE–LEAP YEAR

No. 28

many of my contributors catered. In Exhibit 29 is the reproduction of a highly creditable page ad

HIGHLAND STORE CO

HOLIDAY OPENING

With Gift Purchases Uppermost in Your Mind

Real Wisdom in Gift Giving

Umbrellas Make Beautiful Christmas Gifts

LADIES UMBRELLAS

GENTLEMEN'S UMBRELLAS

Ask to See Our Dainty Collection of These.

HANDKERCHIEFS

Made in Daintier Finer Fabrics Every Year.

FURS: HOW ABOUT THAT?

GOOD VALUES IN BLANKETS

Heavy Pure Wool Blanket Special $5.95

Cotton Fleeced Blankets, All Sizes, 50c to $5.00

Soft Fleeced Blankets for Baby's Crib, in delicate shades of pink, blue and tan, 50 to 85c

In Our Glass and Queensware Department

We Guarantee Our Tea and Dinner Sets not to Crack

56, 72 and 100 Piece Dinner Sets $4.50 to $16.50

SELECT YOUR OWN DINNER AND TEA SET

HIGHLAND STORE CO

No. 29

from this same edition, which generally merited praise.

(The following Criticisms continued from February)

Central City, Neb., Nov. 17, 1911.

Mr. O. Byron Copper, De Soto, Wis.

Sir: I am sending you under separate cover a few issues of the Central City Nonpariel, hoping you will find something in them worthy of criticism. Of course there are ads on the first page, but they are unavoidable as yet.

I wish to call your particular attention to the ads of the Carlson-Nordstedt Clothing company, which appear in nearly every issue. And for comparison I am sending the ad as first set, which appears under date of November 16, on page five, in a three-quarter space.

Anything you may see fit to say will be greatly appreciated.

Very truly yours,
H. R. FAIRCHILD, Foreman.

Whenever I get a contribution signed by the foreman of the shop, somehow or other I cannot escape the feeling that I am expected to devote myself prin-

For School Wear

The kind of clothes the school boy will be proud to appear in. Calculated to stand the "boy wear" while on the play ground, yet retain shape and color and afford that durability so much desired

Boys' Clothes

at

$3.50--8.50

Inside of this price range you'll be able to find just what you want for the boy. Young Men's Suits, modern clothes, designed and tailored by Brandegee, Kinkaid & Co., from $18.00 to, $25.00. Everything the boy or young man needs at prices that will afford an extra clothes value

The Hat Department

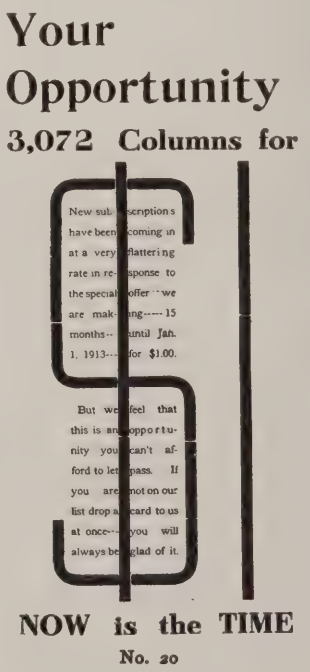
All the season's shapes, colors and materials. Some attractive bargains.

Carlson-Nordstedt Clo. Co.

The Home of Good Clothes.

No 19

cipally to the mechanical features of the paper submitted, but in the case of this Central City Nonpariel I must not allow the hint to deter me entirely from comment generally upon the sheet as a whole.


Your Opportunity

3,072 Columns for

New subscriptions have been coming in at a very flattering rate in response to the special offer we are making---- 15 months-- until Jan. 1, 1913--- for $1.00.

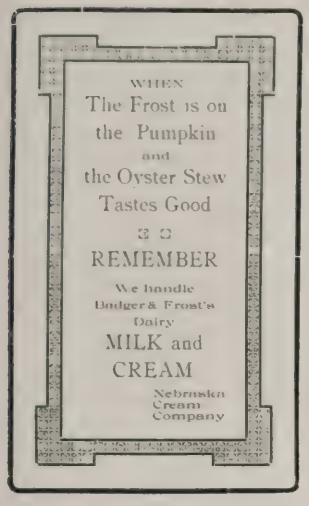
But we feel that this is an opportunity you can't afford to let pass. If you are not on our list drop a card to us at once--- you will always be glad of it.

NOW is the TIME

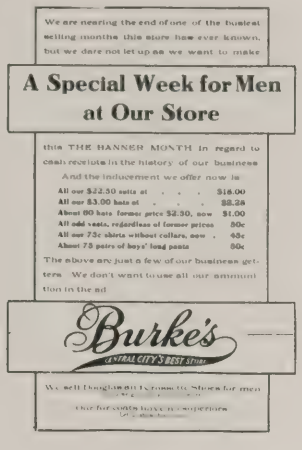
No. 20

Coming as this contribution does, immediately following the Gering Courier, reviewed above, I am forced to entertain a high regard for the Nebraska newspapers, for this, like the Courier, is a sheet

worthy of my heartiest praise. It, too, is an all-home printed sheet, with contents of abundance and excellent quality. Editor H. G. Taylor writes in a highly skillful and cultured style. His paragraphs are couched in a serious vein, not without point and wit, but humor does not enter in except in a classical sense. Where the opportunity for a pun offers that paragraph is set over in another column, along with other items of the same character, under a heading all by themselves. The editorial page is



No. 21



No. 22

therefore a strong and admirable feature of this paper. Not a bit less commendable are the news pages, where the local field is most ably covered, and one full page given over to country correspondence. The mechanical makeup is exemplary inasmuch as that there is a sensible classification of everything—everything seems to have a place and is carefully put there in each issue, even to the paid locals and want ads. The presswork is high grade,

No. 23

No. 24

the pressman seemingly having excellent control of his flow of ink and the impression. As to the advertisement referred to in the above letter, I haven't thought very favorably of either of the specimens submitted. Of course, that from the Nonpareil of November 16 is neater, and possibly shows more skillful treatment in layout, than that from the contemporary sheet, but neither specimen can compare with other advertisements to be seen in the columns of this bunch of papers before me, of which I shall speak more pertinently. Exhibit No. 19 is presented as cogent evidence that the Carlson-Nordstedt Clothing company have ads in the Nonpareil of far greater merit typographically than the larger one mentioned above. This I consider a highly pleasing specimen; it excels in appropriate white margins, unique arrangement of illustration, and well balanced display. In its oddity exhibit 20 becomes notable. The $ and 1, it will be observed, were made in the original out of pica border, the round corners enabling the printer to work out his unique idea admirably. The following specimen (exhibit 21) is antique in appearance and very aesthetic. Exhibit 22 demonstrates Brother Fairchild's ability to get away from monotonous lines, while exhibit 23 is extraordinarily novel and attractive. For real art in composition, the twenty-fourth specimen is probably the best in the selection, and all combine to mark their creator as no ordinary ad setter.

Crary, N. D., Nov. 5, 1911.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: I am sending you several ads taken from recent issues of the Crary Public Opinion, and last week's local page of the same paper for criticism in the National Printer-Journalist for the benefit of all readers of your valuable department, of which I am one. You will notice the large ad at the front of the first page is somewhat crowded on account of it being just set to go into an 8x12 chase.

Respectfully yours,

ALBERT PRASTMARK.

These very creditable ad specimens from Brother Prastmark are joyfully reproduced herewith as ex-

No. 25

hibits 25 and 26, both being near the faultless mark in point of composition, and it is with equal pleas-

Thanksgiving Clearance Sale
For One Week Only---Beginning Saturday, Nov. 11
Groceries
$10,000 Stock---not $100 worth of old stuff in the bunch. Purpose of Sale: To advertise my business---to keep money at home. 25 distinct lines of goods. Everything must be sold for cash. Butter and eggs taken at market value
Coffee and Tea
Dry Goods
Chamberlin's Farmers Store :: Doyon, N. D.

No. 26

ure that I show the complete local page of the Public Opinion in exhibit 27. I couldn't hope to find a

better illustration of the perfect mechanical makeup of a newspaper page, because this one is perfect, showing that here is a printer who has actually grasped the whole idea. One would have to be a greater crank than I to find a flaw in anything on this page; the ads are excellent, the print fine, and, as goes without repeating, the makeup perfect. The Mann & Sons ad, as appearing on this reproduced page is sufficient to place its author in line for promotion to the front rank, and such promotion I honestly extend him. I have also another letter from

Local News

The First National Bank

F. W. Mann & Sons Devils Lake N. Dak.

Our Clothing Dept.

Ladies' Coats

Silks

Warner Corsets

McKibben Hats

Trustees Sale---Gile's Cash Store

Beginning Tuesday Morning, Oct. 17, 1911

Groceries

This Large Stock Must be Sold at once The Creditors Want Their Money. = Cameron and Anderson Trustees

Coffee and Tea

Dry Goods

Furnishings

Everything Must be Sold, for Cash---No Butter or Eggs Taken in During the Sale

No. 27

the same contributor, written the following week, which is as follows:

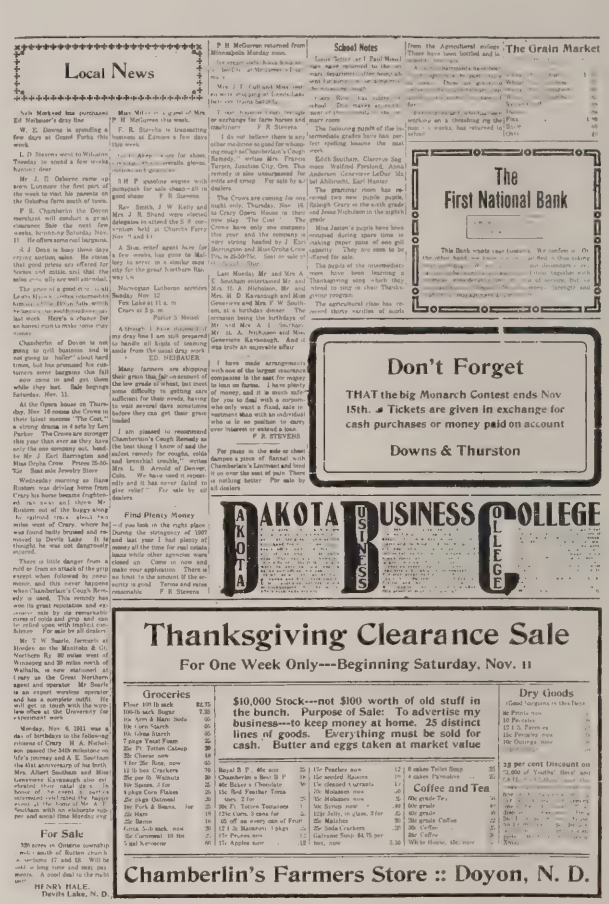
Crary, N. D., Nov. 12, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Last week I sent you the local page of Crary Public Opinion for criticism in the National Printer-Journalist. Now am sending this week's local page of the same paper, thinking it made up in better style. What do you think about it? Am also sending an ad taken from this week's paper.

Respectfully yours,
ALBERT PRASTMARK.

In exhibit 28 this second Public Opinion page may be examined. While technically it has been made up after the same system exactly as that followed in the specimen that precedes it, yet, in my opinion, it is not better. The business college ad is so much inferior to Brother Prastmark's own composition that its appearance on the page can add nothing to the general beauty; its absence, however, from the first specimen gives that a more aesthetic aspect. But, understand, this is a matter of the


Local News

The Grain Market

The First National Bank

Don't Forget

Dakota Business College

Thanksgiving Clearance Sale

For One Week Only---Beginning Saturday, Nov. 11

Groceries

$10,000 Stock---not $100 worth of old stuff in the bunch. Purpose of Sale: To advertise my business---to keep money at home. 25 distinct lines of goods. Everything must be sold for cash. Butter and eggs taken at market value

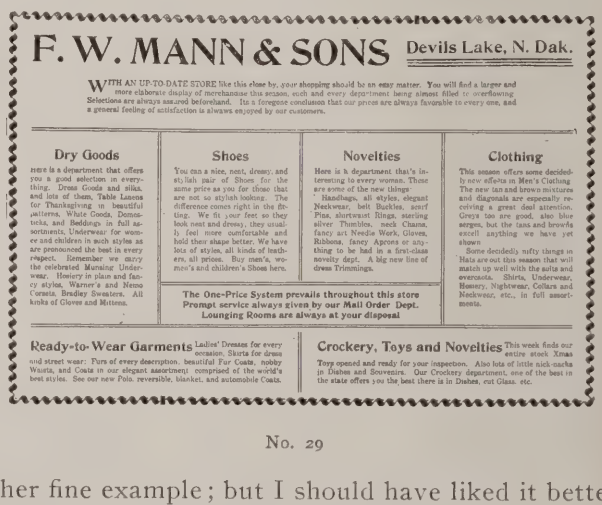
Dry Goods

Coffee and Tea

Chamberlin's Farmers Store :: Doyon, N. D.

No. 28

typography of the ads, rather than of the mechanical makeup, which is excellent. The additional ad referred to by my correspondent (exhibit 29) is an-


F. W. MANN & SONS Devils Lake, N. Dak.

WITH AN UP-TO-DATE STORE like this close by, your shopping should be an easy matter. You will find a larger and more elaborate display of merchandise this season, each and every department being almost filled to overflowing. Selections are always assured beforehand. It is a foregone conclusion that our prices are always favorable to every one, and a general feeling of satisfaction is always enjoyed by our customers.

Dry Goods

Shoes

Novelties

Clothing

The One-Price System prevails throughout this store
Prompt service always given by our Mail Order Dept.
Lounging Rooms are always at your disposal

Ready-to-Wear Garments

Crockery, Toys and Novelties

No. 29

other fine example; but I should have liked it better if the main cluster of panels had been divided by single rules, simply, and the said panels also completed at the sides.

Perry, Okla., Nov. 23, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir: Having noticed your front page criticisms in the National Printer-Journalist I am sending you two front

pages of the Perry Enterprise-Times for your opinion. The paper is eight pages, but I am sending only first page.

Truly yours,
O. L. HAMM, Foreman.

Aside from the fact that a few displayed ads are permitted, these front page specimens of the Perry Enterprise-Times are creditable. In exhibit 30 may

Professors with A. & M. College train were delighted with Noble County's exhibit in the Carnegie Library

PERRY ENTERPRISE-TIMES.

Vol. 17 — Perry, Okla., Thursday, November 9, 1911 — No. 45

A. & M. DEMONSTRATION TRAIN ARRIVES ON TIME

AFTERNOON LECTURES HELD IN LIBRARY

TUESDAY WAS ELECTION DAY

N. M. IS DOUBTFUL

THANKSGIVING PROCLAMATION

PEACE AND PLENTY

No. 30

be had an idea of how the issue is opened with quadruple-deck headings, which are all well written and carefully set. A legitimate objection could be made against the eighteen or twenty point face used as a date line in this sheet. Ten or twelve point Roman is amply large for such a purpose. In my own paper I have employed as modest a letter as ten point Wayside caps, and am highly satisfied with the effect.

WORTHY OF CONSIDERATION

What Shall Be Done as to Second-Class Postal Rates?

Philadelphia, Pa., February 24, 1912.

Dear Editor and Publisher: The Hughes Postal Commission's report has at last been submitted to congress. Disregarding the facts, arguments and protests submitted by publishers, the commission acceded to the demands of the president and postmaster general, that the postage tax on second-class matter be increased to 2 cents, the same to apply to all publications.

I have of course regard for the commissioners as sincere and able men, but it is plain that they were handicapped by a singular lack of knowledge of the publishing business, and a realization of its vast importance as an educational influence, especially for the masses of our people unable to attend universities or other costly institutions of learning; hence a verdict that will shock the whole publishing fraternity, be met eventually with popular disapproval, and lead to a contest before congress that will make all former contests, since Loud's time, in defense of the public press, seem tame by contrast.

It is absolutely impossible for publishers to accept the conclusions of the commission as final because they believe that the people of the United States should not be required to pay more for their newspapers and periodicals than they pay at this time; they know that there is not now and never has been any popular demand for an increase of the rate; and they know that thousands of publications will be crippled, and many utterly destroyed, should the findings of the commission be approved by congress.

The present rate went into effect in 1885, at a time when the total weight of second-class matter was only 109,962,589 pounds and the postal revenue per capita 77 cents; now there are 893,309,893 pounds of such matter and a per capita of postal revenues of $2.53. These figures knock the stuffing out of every contention for an advance of the postage rate. No other possible reason has ever been given, or can be given, for the great gain in per capita revenue than the corresponding increase in second-class matter. Therefore, in the face of these figures, what utter unwisdom to expect that by going back to the old rate there will be a gain in postal revenues.

Now, Brothers, what are you going to do about it? Sit still and tamely swallow your medicine? or rouse up and take a hand in the business?

There has been to my certain knowledge a strong sentiment among members of both branches of congress that the findings of the Hughes commission as to rates ought to be enacted into law so as to close the long-standing controversy over the matter. Whether the house as a body, as now constituted, will take this view is not now known, but the sooner steps are taken for finding out, the better.

May I suggest that you open up your columns to a discussion of the subject, and take measures for ascertaining whether your readers want to pay more for your paper than they do now or not? Then bring their verdict to bear on your congressmen and senators. By all means communicate your views at once to your representatives at Washington, speak right out and let them know that you mean business and that you know what you are about.

Will you kindly inform me what you think is best to be done to avert the threatened catastrophe, what course you will pursue, and whether you approve of the plan outlined above or not? I inclose our Editor's Sheet with some more pregnant postal facts. This was prepared before the commission's report was handed in, which explains the italic notes at the bottom. The report was due December 1.

Fraternally yours,
WILMER ATKINSON.

CO-OPERATION OF THE PACIFIC COAST

A new "spirit of the northwest" was born at the weekly luncheon of the Portland (Ore.) Ad Club on Wednesday, February 21, when Joe Blethen of the Seattle Times, president of the Seattle Ad Club, and president of the Golden Potlatch for 1912, expounded the doctrine of co-operation between the cities of the northwest, to nearly 400 members of the club. From his seat at the table, Mr. Blethen then talked it over the long distance 'phone to Ernest S. Simpson, managing editor of the Call, at San Francisco, 787 miles away.

By unanimous voice the club adopted a resolution pledging the support of the united northwest to San Francisco's Panama Pacific Exposition in 1915—the same being transmitted to Mr. Simpson by Mr. Blethen over the 'phone.

Mr. Simpson responded with thanks on behalf of the Call and the Panama Pacific Exposition, finishing his message with the following: "We shall count it as one of our greatest opportunities, when the exposition is opened to receive and to welcome our brothers of the United Northwest. I hope that you will so amend the boundaries of your united northwest to include not only San Francisco but all of California. May the Lord bless you and prosper you in all your undertakings." Three "Hip! Hip! Hoorahs" were then given so Mr. Simpson could hear them.

Besides Joe Blethen's address to the club, speeches were also made by W. J. Phillips and Col. C. E. S. Wood.

BUSINESS AND OTHER NOTES

THE AUTOPRESS COMPANY GAINS A VALUABLE ALLY

Mr. A. T. Patterson, known to the printing trade of twenty states as "Pat," has been appointed western manager of the Autopress company, with headquarters at 431 Dearborn street, Chicago, succeeding Mr. O. M. Drebert, transferred. Mr. Patterson is one of the most popular men in the middle west among printers and has

A. T. PATTERSON

an experience enjoyed by very few. Both Mr. Patterson and the Autopress company are to be congratulated upon supply men. His long career includes over eleven years with the Chicago branch of the American Type Founders company. Mr. Patterson is a practical printer and a good one, and practically his whole life has been spent in various branches of the trade. This gives him an intimate knowledge of the men and conditions in the middle west—their union of interests in pushing a very wonderful machine.

Mr. S. P. C. Clark, who has been covering eastern Michigan for some years past in the interest of the Detroit branch of the American Type Founders company, has purchased a half interest in the J. S. McMillan Printing company, 97 West Fort street, Detroit, Michigan. Mr. Clark will assume the active management of the business on the 26th of February.

The J. W. Butler Paper Co., at their wholesale establishment, 221 West Monroe street, Chicago, Ill., maintain a library of text books on printing for the free use of visitors and employes, where the National Printer-Journalist will be found on file. The enterprise of the Butler Paper Co. and the desire manifested to benefit employes and all others interested in printing deserves high commendation.

ALUMNI MAGAZINE EDITOR GETS NATIONAL POSITION

Louis P. Lochner, formerly of Milwaukee, sometime alumni fellow in journalism at Wisconsin university, now alumni recorder and editor of the Alumni Magazine, has resigned his position to take charge of the college and university department of The World Peace Foundation, established by Edward Ginn, the well-known publisher, in Boston. In his new position, Mr. Lochner will advance the interests of the peace movement among college men by lecture and publicity work generally.

Mr. Lochner was graduated from the state university in the class of 1909 and was elected to the alumni fellowship in journalism which he held for two years, at the same time editing the Alumni Magazine as a part of the practical training in editing and publishing. He is also editor of the Cosmopolitan Student, the official organ of the Association of Cosmopolitan Clubs, consisting of foreign students in American universities.

Besides his interest in journalistic work, Mr. Lochner has been active in the interests of the peace movement and with the establishment of the Association of Cosmopolitan clubs in American universities.

A Style that Editors of the National Press Association Will Not Find Much in Evidence on Their Visit to South Dakota From June 27th to July 4th, This Year.

WETTER
TYPE-HIGH NUMBERING MACHINE
Sold at Right Prices by All Type Founders and Dealers
Wetter Numbering Machine Company 343 Classon Avenue, Brooklyn, New York, U. S. A.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reachthis office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ANYBODY can make good cuts with my simple zinc etching process. Specimens and particulars for stamp. Process $1.00. DAY, WINDFALL, INDIANA.

WANTED ON WEEKLY PERIODICAL—Foreman and proofreader at desk; direct charge of making up dummies, checking ads, reading revises, and keeping things moving. Will have an assistant, and must be nine-tenths executive ability with enough printer and proofreader to see that everything is all right. Will pay from $28 to $30 a week. Position is in a delightful northern city of 25,000 population. Address P. V. C., care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago, Ill.

FOR SALE—Only newsaper plant in town of 600; plant new; circulation 650; will invoice $1,000. Price $800. Terms. Address A. Q. MILLER, Belleville, Kan.

MODEL 2 LINOTYPE FOR SALE—Complete with 2 magazines containing 10 and 11 point matrices. WALKER, EVANS & COGSWELL, 5 Broad Street, Charleston, S. C.

LINOTYPES FOR SALE—One Model No. 3, No. 7442, and one Model No. 5, No. 10797, with motors, extra magazines and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main Street, Louisville, Ky.

FOR SALE—One Model No. 1 Linotype No. 1112 and one Canadian Linotype No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

$10,000 CASH AVAILABLE

for first payment on a daily newspaper property. New Mexico, Arizona, Colorado California and Texas locations preferred. Proposition C. H.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

Bargains in Printing Presses

FOR SALE

FOR SALE—One Cox Duplex Printing Press. Prints 4-6-8 pages. Overhauled and rebuilt. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Pony Straightline Press. Prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Four-deck Straightline Press, prints from 4 to 32 pages; one Goss Three-deck Straightline, Press prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price. GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12 pt. matrices, Rogers Tabular Attachment. Address "Bargain," care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago.

TO PUBLISHERS—Five up-to-date linotypes, owned by five A-1 operators, wish some place to locate—anywhere in United States—northwest preferred. Can set your type cheaper on contract than you can own machines. Save you worry and trouble. Let us convince you. Address "CONTRACT," care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago, Ill.

LINOTYPES FOR SALE—Three Model 1 Linotypes Address RICHMOND PRESS, Inc., Governor and Ross Streets, Richmond, Va.

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS

$1.20 per doz. with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency Method of attaching does not interfere with raising tympan

Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.

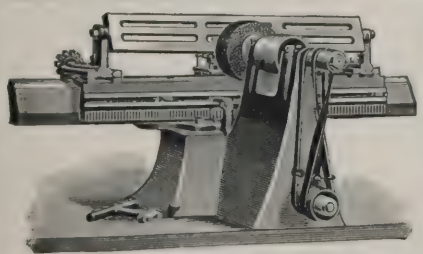
60 Duane Street, New York

From us or your dealer. *Free Booklets.*

VISE GRIP

Megill's Patent
DOUBLE-GRIP GAUGES

$1 25 set of 3 with extra tongues.

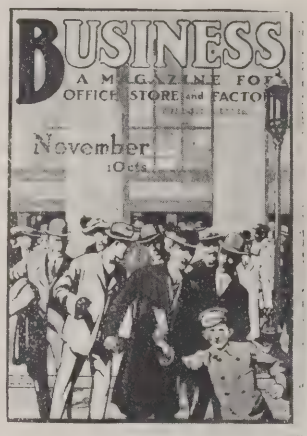


Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.



BUSINESS

The Greatest Game in the World

- - - and - - -

The Most Powerful Magazine

Business is a magazine of which it has been said: "Once a Subscriber—always one." A letter has just been received from Mr. C. C. Jewell, of Ventura, Cal., from which we quote verbatim as follows:

"THE inspiring articles running from month to month in your magazine have been a great help to me, and have helped me to rise from the ranks of bookkeeper to my present position of manager, and I would not be without the magazine for many times the subscription price."

WHAT could be a more dignified or worthy life's work than introducing into every office, store and factory in the land this great magazine—this medium of great influence—this powerful factor in the business world—which can do as much for each and every other reader as it has done for Mr. Jewell. And besides being exceedingly pleasant work—**it is mighty profitable.** Our commissions are most liberal. Write today for free explanation of our plans for special representatives.

J. H. LYTLE, Sales Manager

THE BUSINESS MAN'S PUBLISHING COMPANY

DETROIT, MICH.

THE THINGS WE DO

DRAWINGS of any description, and for every purpose, in PEN AND INK OR WASH, for LETTERHEADS, CATALOGS, COVERS, MAGAZINES OR AD. DESIGNS.

MECHANICAL DRAWINGS from Blue Prints or Pencil Sketches.
BIRDS-EYE VIEWS.
RETOUCHING PHOTOGRAPHS.

Half-tones, Zinc Etchings, Color Work of every description, in Two, Three or more colors, Wood Engraving, Wax Engraving, Electrotyping, Steelotyping, Nickeltyping Stereotyping, Commercial Photographing.

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THE INCREASING USE

of Cutters that Cut—the kind that Royle makes, proves their superiority over cheaper imitations.

Write for circular.

John Royle & Sons
Paterson, N. J., U. S. A.

Engravers' Machinery

THE PRINTERS' BOOK STORE

The man who wins is the man who knows, and the man who knows is the man who reads. The books written on printing and related industries are teeming with money-making information. The best list of

BOOKS AND UTILITIES FOR THE TRADE

is published by *the Inland Printer Company*. This catalogue gives titles of books, prices and tables of contents of publications dealing with following departments:

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These books contain efficiency information covering all branches from newspaper work and business management to the care of rollers. Send for the catalogue—a postal will get it.

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The Inland Printer Company
632 Sherman St., Chicago

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

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"We assure you we appreciate your publication."—Chandler, Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 42 W. 125th St. New York

Read by British and Colonial Printers the World Over

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2 per Annum, post free. Specimen Copy sent on receipt of 35 Cents

PUBLISHED

RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, De Montfort Press
LONDON, Thanet House, 231 Strand, W. C.

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
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Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
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The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

UME XXX.
No. 4

NATIONAL PRINTER-JOURNALIST

CHICAGO,
ILL.

EASTER NUMBER

APRIL, A. D. 1912

FACTORIES

OF THE

H. D. ROOSEN COMPANY

78 Twentieth Street
Brooklyn, N. Y.

Manufacturers of Printing and Lithographing Inks
of the Highest Quality

BRANCHES IN ALL THE PRINCIPAL CITIES

To see printing on

Star English Finish

BOOK PAPER - *"Made in America, Sold everywhere"*

is a vacation for the eyes

THE following summary of the peculiar qualities of **Star English Finish** Book Paper will indicate conclusively the value of this paper to publishers, printers and advertisers. Please consider it especially in connection with text and school books, magazines, periodicals, catalogs and advertising literature.

Advantages of Star English Finish *Book Paper*

Delicate, warm color tone; smooth, velvety surface, free from gloss or glare; suitable for printing zinc etchings, half-tones and color plates; opacity, allowing solid forms on one side of the sheet without showing through and interfering with the clearness of type matter or illustrations on the other; bulking properties, giving greater thickness in a given weight; uniform high quality year in and year out; saves time in make-ready; has good folding qualities; will hold fast in the binding, which is essential in books that are much used; permanence of color and strength; does not require slip-sheeting.

SEND FOR PRINTED SHEETS FOR TESTING

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SPECIMENS OR PLAIN OR DUMMY PURPOSES

J. W. Butler Paper Company

Chicago

ESTABLISHED 1844

Distributors of "Butler Brands"

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BUTLER·BRANDS PAPER THE BEST

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MANUFACTURING COMPANY

48-50 EAST THIRD STREET ST. PAUL, MINNESOTA

Complete Printing Outfits in Stock

The Puritan Series — Standard Line

8-Pt. 25A $1.05 52a $1.20 $2.25
BEST PRODUCTIONS
Hansen Superior Quality 85

10-Pt. 21A $1.25 42a $1.25 $2.50
DESIGNERS AND
Manufacturers of Type

12-Point 18A $1.40 36a $1.35 $2.75
WORLD FAMOUS ENTERTAINER
Mirth and melody for two solid hours $1.60

14-Point 13A $1.50 28a $1.50 $3.00
MENTIONS FINE QUALITY

18-Point 10A $1.75 20a $1.50 $3.25
A Reputation for Promptness

24-Point 6A $1.80 13a $1.80 $3.60
BRIGHT & NEW

30-Point 6A $2.40 12a $2.40 $4.80
Birds of Springtime

36-Point 4A $2.60 8a $2.40 $5.00
BEST KIND

48-Point 3A $4.15 6a $3.35 $7.50
Bank Notes

Northwestern Agents for

HANSEN TYPE

THE Puritan Series is one that is profitable for the printer because of its wide range of usefulness which will enable him to please a large number of customers with a great variety of work. The Puritan type has a pleasing tone and that graceful freedom of design characteristic of the best hand lettered work. For de luxe catalogs and dainty booklets it is unsurpassed, and it is an ideal letter for stationery, announcements, circulars, dance orders, cards, etc.

Made by an Independent Type Foundry
Established 1872
Highest Quality Standard Line

Write us your wants before placing orders for any printing office equipment. Our prices are right and goods exactly as represented.

C. I. JOHNSON MANUFACTURING CO.

"Johnsonized" Machinery, the Reliable Rebuilt Machinery

SEND FOR LIST AND PRICES ST. PAUL, MINNESOTA

BORDER SHOWS HANSEN'S FAMOUS GRAY TONE BRASS RULE

Judge For Yourself

Model 10—Single-Magazine Two-Letter Linotype—$2,250

from the following whether it pays to install a Linotype

The Kerkhoven Banner

Kerkhoven, Minn., Feb. 10, 1912.

Mergenthaler Linotype Co.

The No. 10 machine installed in this office Dec. 1 last, works well and has proved a great time and labor saver. It has enabled us to get out a newsier paper and as a result our subscription list is growing faster than ever before. We can now handle copy that comes in late, something that was impossible when we were setting our type by hand.

Installing the machine was a great advertisement for us and our paper, and has caused the people of the community to take a greater interest in the paper than ever before.

We should be able to handle considerable outside work, and we now have our lines out for that class of work. Will advise you later how we succeed in that line. Very truly yours,

A. T. ARCHER.

The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO 1100 S. Wabash Ave.

SAN FRANCISCO 638-646 Sacramento Ave.

NEW ORLEANS 549 Baronne St.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

BUENOS AIRES: Hoffman & Stocker
RIO JANEIRO: Emile Lambert
PORTO ALEGRE: (Brazil): Edwards, Cooper & Co.
HAVANA: Francisco Arredondo
SANTIAGO (Chile): Enrique Davis

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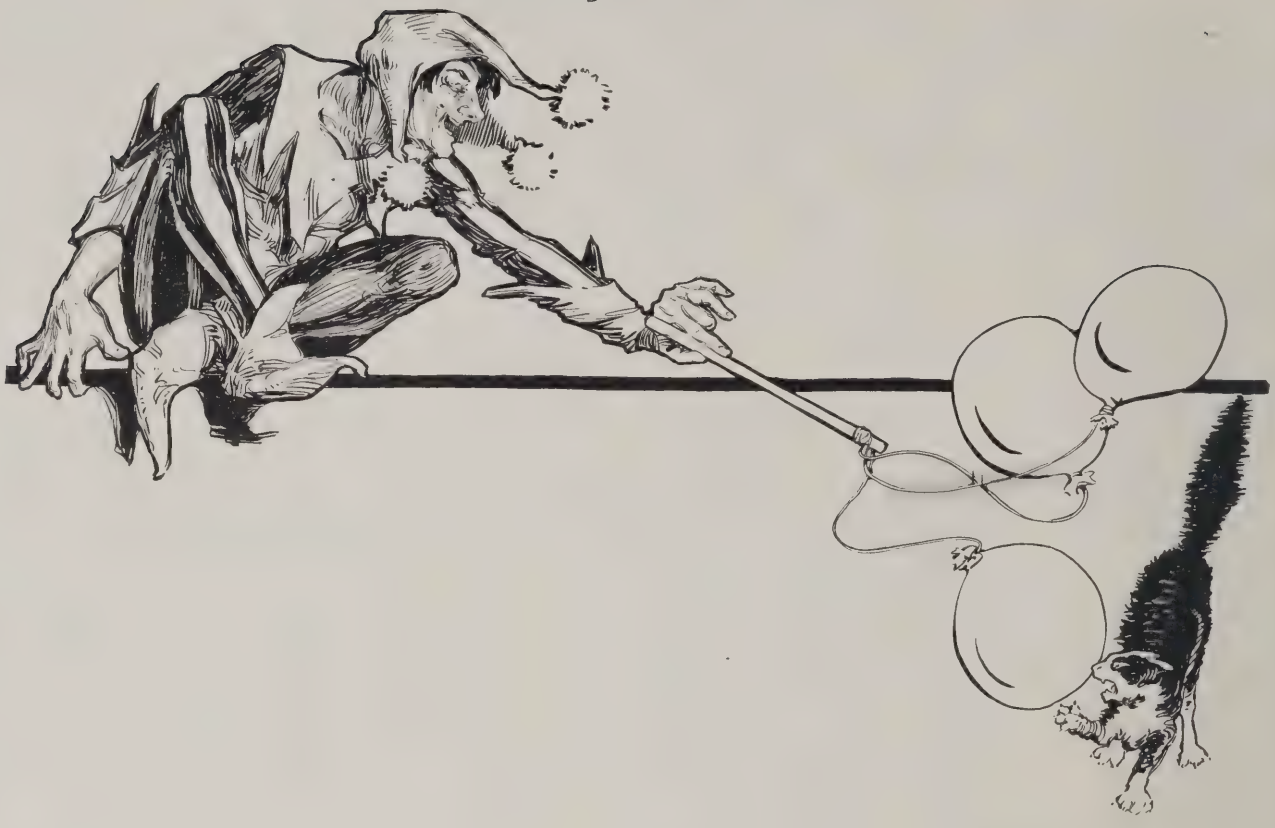
BOGOTA: (Colombia): Manuel M. Escobar
TOKIO: Teijiro Kurosawa
MELBOURNE, SIDNEY, WELLINGTON, MEXICO CITY, } Parsons Trading Company



WHETHER the purchase of illustrations and engravings is a source of satisfaction and profit or an annoyance resulting in your loss, depends altogether upon your engraver's organization and equipment and his conception of "Service."

Barnes-Crosby Company has a very clear understanding of the printer's requirements, and in the making of printing plates pays particular attention to the following details: **Correct sizes; clean, deep etchings; blocks trimmed perfectly true and mounted exactly type high; prompt delivery.**

We make a specialty of two, three and four color process plates. These plates are made by the latest improved methods and are delivered with consecutive proofs, showing the names and numbers of the inks used. All guess work is eliminated.

Thus in combining artistic reproduction qualities with mechanical perfection, we offer a distinct service to printers.

Barnes-Crosby Company **co-operates** with printers, but **does not compete** with them.

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Artists :: Engravers :: Catalog Plate Makers

Complete Manufacturing and Engraving Plants

Madison and Franklin Streets, Chicago **Eleventh and Locust Streets, St. Louis**

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NEW YORK MINNEAPOLIS ST. PAUL MOLINE CLEVELAND KANSAS CITY MEMPHIS CINCINNATI
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THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
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ST. LOUIS, KANSAS CITY, OMAHA, ST. PAUL, SEATTLE, DALLAS, WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

The Babcock Optimus

Extracts from Letters Recently Received from Optimus Owners.

"We installed our first (Optimus) press about eight years ago and have since added two more, which clearly shows how much we think of your press."

"The new No. 7 Optimus is working in first-class shape. The wide range of work that can be done with this battery of cylinder presses of which we have five, all of them Optimus, makes our plant elastic. We have had one of your pony presses in almost daily use for thirteen years, and have only recently had to renew some parts."

"Ever since we have been in business we have used Babcock presses exclusively. They have given us great satisfaction, repair bills light, and the register and printing qualities all we could desire."

"We have used your machine for fifteen years. We are doing a large variety of work, and have never had a job which your machines would not execute satisfactorily according to up to date standards. For accuracy of register, distribution, rigidity, convenience, speed, small repair bills and wide range of work we consider them all that can be desired."

"Have been using the Babcock Optimus for six years, operating four at present time, and consider them the equal of any flat-bed press for speed and quality on high-grade printing, as well as durability of machine."

"We have been using your presses for over twenty-five years. Your machines are the most satisfactory presses in our plant."

"We have three of your presses, and have found them capable of doing more than you claimed for them."

"In the spring of 1906 we installed five Optimus presses, and in 1907 these were followed by six others. This was pretty good evidence that the first battery was satisfactory. We have yet to see another press that could induce us to change our opinion."

"So far as our experience goes with your presses, of which we have several, our only thought when contemplating a new machine in the past and in the future is to buy a Babcock."

"We have also a three-roller (No. 43) Optimus, running three years, and in this time did not spend one cent for repairs. This press has been taxed at times to more than its capacity, and a 25x38 sheet with 16 halftones 4½x7 inches each, has been as easy as any other form. When we recently decided to put in another press we did not hesitate to make it a Babcock (No. 6)."

"Over ten years' constant use of the Babcock Optimus has given us excellent satisfaction, and served our purposes better than any other previously used. Have made no repairs."

"We have used your Optimus presses for the last nine or ten years. They have given us the utmost satisfaction."

"We are so well pleased with the presses already installed that it is our intention to replace with Optimus presses our cylinders of other manufacture."

"We have five Optimus presses in three different sizes in use about seven years. Our repair bill has been very small. They are simple to operate and very easy of access. One of our pressmen said he would rather work on them than any press he had ever worked on."

"The Babcock press installed by you just nine years ago today has given us entire satisfaction. We have spent absolutely nothing for repairs, except that we renewed the tapes this summer."

"Several years ago we purchased one of your Optimus presses, after making a thorough investigation of the various presses. We have since put in five additional Optimus presses. They have stood the wear and tear with very little expense for repairs. They have been worked constantly night and day and have given great satisfaction. Through them we have saved money, and above all have been free from worry."

"It always does good work and never needs repairs."

"For ten years we have been using Optimus presses, and are at present running three. We have found not the slightest ground for complaint. It is likely that we shall need another 38x50 press this fall. You may be sure it will be an Optimus."

"We are operating three Babcock presses on catalogue work exclusively. The work is of such quality that our customers not only come back, but send other business as well. We expect to put in new presses, and you may rest assured Babcock will get the orders."

"We have three of your presses, and they are giving us entire satisfaction. The No. 10 has been in use constantly for eight years on close register work, and we consider it as good as the day we installed it."

"The fact that my cylinder pressroom is equipped entirely with Babcock presses is sufficient evidence of my approval of them. I am at the present writing installing a new No. 7 Optimus."

"We have three of your Babcock presses, and have nothing but good words to say of them."

"We have two Optimus cylinders, and we are so well pleased with them that we want you to know about it. They run like Elgin watches, and have not cost us one cent for repairs nor given us the slightest trouble in any way."

"I am pleased to enclose you my check to pay for the No. 7 Optimus recently installed. The fact that this is the seventh Optimus I have sent you my check for is as good an unsolicited testimonial as I can send you."

"For large sheet label work nothing could be better, its rigid construction reducing labor of make-ready, its perfect register making possible the accurate cutting and trimming of the work."

"We have found them simple, easy to handle, never getting out of order or needing repairs. They are superior in impression strength, perfect inking qualities and durability."

"These two machines (Nos. 5 and 6 Optimus) give us good satisfaction."

"That Pony Optimus is all right. We have run this press up to 3200 per hour, and it made no more ado over the work than it did at one-half that speed."

"We have been operating a No. 7 and No. 10 Optimus presses for several years. They give entire satisfaction."

"We are running two Optimus Presses. They are giving perfect satisfaction. In increasing our facilities we shall consider the Optimus."

"About five years ago we installed in our factory two of your large Optimus presses, and two Pony size. We have run these machines constantly on all kinds of work. They have invariably given good satisfaction."

"The writer is pleased indeed to testify concerning the most excellent efficiency of your machines. It is our purpose very soon to install further equipment of your make."

"We have used for a number of years several of your Babcock presses. We are greatly pleased with them"

"The five Babcocks are running nicely. Some of the presses are fitted up with Cross feeders, and the No. 9's (39x55) we have run 2100 per hour. We are well pleased."

"I am glad to tell you that I am fully satisfied with the two presses."

"We have only recently installed our second Babcock Optimus, and are highly pleased with both the old and the new."

"We now have four Babcock Optimus presses, and doubt if there is a more efficient battery of two-revolutions in Boston. We are so well satisfied that the ordering of our last press consumed about ten minutes."

"If a printer used Optimus presses for a term of years, and purchases the same make as the growth of business demands new machinery, it would appear to be good evidence that such machines wear well, are economical to operate, and are money makers. Such has been my action. I have no cylinders in use but the Optimus. I have one in steady use for twenty years on which repairs have been but a few cents, is still in good register and shows remarkably small wear."

"Our pressrooms contain only Optimus presses of various sizes, from the smallest to the largest. They have never given us a minute's trouble. Our oldest press, a No. 6 now over twenty years old, gives us as good product since it was re-registered two years ago."

"We have found the Optimus presses to be all that we expected. The repairs are practically nothing. We are especially pleased with the speed we can secure in slip-sheeted color work, impossible for any press not equipped with the slip sheet carrier."

"We have had most excellent success with the various styles of your printing press we have installed. We are doing two, three and four color-work."

"We have found that its method of delivery is unequalled in its ability to handle fully inked sheets without offset."

"Using the Optimus for eighteen years, and finding perfect satisfaction, we have replaced three of the original ones with later models. One in constant use sixteen years was doing registered work the day before it was taken down. Our work is fine half-tone, for which the Optimus is especially suited."

"Before installing Optimus presses we investigated the merits of other high-class machines. We felt that your press possessed the greatest number of meritorious features, such as rigidity, absolute register, perfect distribution, unexcelled delivery, lack of vibration, and ingenious roller sockets, features we have since proven to our entire satisfaction, and are thoroughly pleased."

"Since the installation of the three large Optimus presses we have established a reputation of being the best printers in our particular line, the producing of men's fashions in various forms. We attribute this reputation to the high standard of the Babcock presses."

"Both machines have given excellent satisfaction, and have been used hard. The No. 5 made a continuous run in November of twenty days, twenty-four hours per day, without change of form or made-ready. When we are in the market it will be a Babcock."

"We lately finished a 500,000 run of a three-color job, and are more than pleased. Run was continuous for eighteen hours a day for three weeks, 1800 per hour. We have good results from our two Optimus presses."

"We have used one of your large No. 8 presses about ten years; have spent very little upon it for repairs, yet today it is in excellent condition, and doing the finest kind of work. We are glad to express our appreciation of the splendid Optimus presses we have."

"We have been using two No. 7's for four years without cost for repairs. For stability the Optimus in our opinion excels them all."

"The No. 43 Optimus has given us splendid service. It is especially useful as it combines the speed of the pony, and will take a 25x38 sheet. The two No. 10's (41x55) are doing their 1700 an hour on large work, and have not stopped an hour since set up. We are unable to find fault with the Optimus presses."

"We have two Babcock Optimus presses giving the best of satisfaction."

"We have three of these presses in our office, and have always found them to give very good satisfaction on all grades of work."

"We have three, and they have all proven to be entirely satisfactory. We would buy no other kind."

"We have been using Babcock presses for the last twenty years. We have three Optimus presses; one, fifteen years old, is doing as good printing today as when erected. These presses are convenient, economical to operate, and work rapidly and accurately."

"We are pleased with the No. 9 four-roller Optimus, the fifth machine of your make purchased, recently installed. It is the smoothest running press we have ever seen. The rigid impression facilitates make-ready; the most difficult forms are handled with ease."

"The 29½x60 is the last sheet of a run of 740,000, and I am satisfied I can take the same press and the same plates and get half as many more with good results. The four-color covers were run on the No. 6."

"Among the equipment moved was three Optimus presses, a No. 8 purchased in 1896, two No. 4's, one purchased in 1898, the other in 1901. When taken apart it was remarkable how little they were worn. When they were re-erected they were found to run like new machines, with perfect register."

SET IN AUTHORS ROMAN

When
You Need
Engravings
FOR ADVERTISEMENTS,
YOUR PAPER, LETTER HEADS,
OR BOOK ILLUSTRATIONS,
Remember and

"WRITE TO
SANDERS
ST. LOUIS"

ENGRAVINGS
BY EVERY MODERN METHOD
WE ISSUE SPECIAL SPECIMEN BOOKS
SHOWING WORK BY THE DIFFERENT PROCESSES.
TELL US WHAT YOU ARE FIGURING ON AND
WE WILL SEND SPECIMENS WITH PRICES
Sanders
Engraving Co.
ST. LOUIS
MO.

We Practise What We Preach

We are forever telling printers that their profit depends less on doing work cheaply than on doing it well—and getting a good price for it.

The price-cutting argument may be a good business-getter, but it isn't a good money-maker.

Our main argument for the Monotype is not merely that it does its work cheaply, but that it does work for which printers can get good prices.

We have both arguments, but the *quality* one is all that we ever advertise.

In connection with which, please note this paragraph from the resolutions adopted by the Board of Trade Department of the Boston Typothetae Board of Trade, Ben Franklin Club of Chicago, New England Cost Congress, Ben Franklin Club of Cleveland, Graphic Arts Club of Portland, Me., and Middle Atlantic States Cost Congress:

> **RESOLVED: that advertising machinery on the basis of "decrease your costs, make lower prices to get business, etc.," is detrimental to the printing industry and should be discontinued by all parties selling machinery.**

Correct! And it is exactly in line with what we have always preached and always practised. This resolution is really an endorsement of the Monotype selling policy.

LANSTON MONOTYPE MACHINE COMPANY

Philadelphia

330

This page is composed exclusively in Monotype type and Borders

CUTS THE TIME IN HALF

SPEEDLIMIT BLACK INK
PERMITS OF PRINTING-TURNING
PRINTING-BINDING-DELIVERING
AND
COLLECTING BILL-ALL THE SAME DAY
THE QUEEN CITY PRINTING INK CO.

PRINTED with

QUEEN CITY
GOLD INK
READY TO MIX
PERMITS PRESSMEN TO DETERMINE
EXACT AMOUNT REQUIRED
FOR.....THE DAYS RUN.
PRACTICAL & ECONOMICAL
BY USING READY TO MIX GOLD INKS
YOU AVOID THE ANNOYANCE OF DRYING
SKINNING AND SETTLING SO PREVALENT
IN THE MANUFACTURED GOLD INKS
THE QUEEN CITY PRINTING INK CO.

ONE impression

THE QUEEN CITY PRINTING INK Co.
Cincinnati Philadelphia Dallas
Chicago Kansas City Rochester
Boston Minneapolis Detroit

RICH GOLD INK 6700

THE QUEEN CITY PRINTING INK Co.
Cincinnati Philadelphia Dallas
Chicago Kansas City Rochester
Boston Minneapolis Detroit

PALE GOLD INK 6701

THE QUEEN CITY PRINTING INK Co.
Cincinnati Philadelphia Dallas
Chicago Kansas City Rochester
Boston Minneapolis Detroit

NUGGET GOLD INK 6940

SELLING IDEAS

WHETHER your specialty is fine catalogues or fine letter-heads, you know that original, attractive ideas are what sell your product.

Those ideas govern the design, the lay-out, and the general treatment of the subject. You may produce them; your lay-out man may conceive them or some one of your employees may suggest them, *but they must be there.*

No man can produce attractive, selling designs who has no chance to see what others have done and are doing. No man can produce something better than his competitors if he does not know what they can produce.

Don't restrict yourself and your business; get the GRAPHIC ARTS YEAR BOOK. It is compiled for you, and is filled with the best that has been produced during the year. It is brimming with *selling ideas.*

SAVING IDEAS

Have you business problems? Does your press room always return you profit? Of all businesses, that of printing requires the most careful supervision.

Secure the GRAPHIC ARTS YEAR BOOK and learn how others keep their presses running all the time; their composing rooms busy, and their profits always large. It will pay you to investigate.

CAN YOU SELL PRINTING TO ADVERTISING MEN?

ADVERTISING men, the buyers of printing, are more and more demanding that what they buy shall be fine in press work, lay-out, design and illustration. This means that if you will sell them, your work must be better than your competitor's in every respect.

THE GRAPHIC ARTS YEAR BOOK is filled with material and ideas that advertising men all over the country have passed upon. It shows the kind of work they are demanding, and it tells how to produce it.

Ten complete sections edited by men who know—and whom you know—deal with every phase of the printing trade. Besides that there are articles on Cost Systems, Efficiency Methods, Printers' Buildings and other subjects.

Introduction
HENRY LEWIS JOHNSON
Boston, Mass.

Photo-Engraving
E. W. HOUSER
Pres. National Engraving Association

Electrotyping
HENRY L. BULLEN
Librarian American Typographic Library

Process Color Work
RAY BROWN
Art Director Butterick Pub. Co.

Lithography
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Rapid Printing Intaglio Process
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Art Director Crowell Publishing Co.

Paper
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Adv. Mgr. Paper Mills Co., Chicago

Ink
JAMES A. ULLMAN
Sigmund Ullman Co., N. Y.

Binding
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Chicago

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Where the Lino types the way, the MILLER SAW-TRIMMER makes cream of whey

Write for new illustrated price list.

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co. 813 East Superior St. Alma, Michigan

MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

Now available in WOOD or STEEL

Catalog of all-steel composing-room furniture now ready. A copy will be sent to all inquiring printers interested in steel equipments.

IT is a significant fact that we have just booked three Steel Equipment outfits, namely, Sears-Roebuck Company, Poole Brothers Company and the Blakely-Oswald Printing Co., all of Chicago. In each case our goods were selected because of their superior construction, as demonstrated by samples submitted.

Hamilton's Improved All-Steel Patent Cutting Stick

Hamilton's Patent Cutting Stick has saved thousands of printers from 50 to 75 per cent in their cutting stick bills.

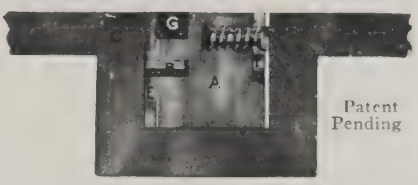
The new All-Steel Stick overcomes all the difficulties with which printers have contended in the use of the old-style patent stick, partly made of wood with steel trimmings.

All danger of breakage is overcome.

The auxiliary cutting strip is firmly held in place under the shear of the knife without resorting to the turned steel on the end, thus providing a full length cut. The auxiliary cutting strip can be removed from the main body piece and renewed or reversed without taking the body piece from the machine bed.

The main body piece is locked in the depression in the machine bed and the auxiliary cutting strip is secured in the body piece at one operation, by means of the screw bolts shown in the illustration.

The Improved All-Steel Patent Cutting Stick can be supplied in any size desired to fit any paper cutter at net prices shown in the price-list on this page.



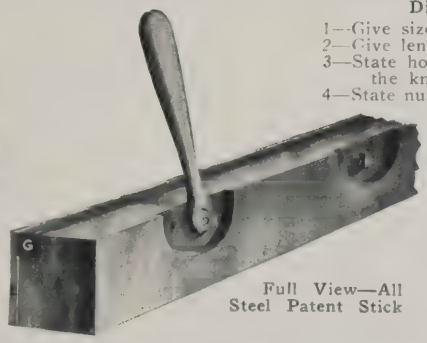
Patent Pending

Cross Section—End View of Hamilton's Improved All-Steel Patent Cutting Stick

C—Bed of Paper Cutting Machine.
A—Main body piece of steel.
G—Auxiliary cutting strip of wood.
E—Clamping blade which secures the wood cutting strip G.
B—Guide bolts secured to Clamping Blade E.
D—Screw bolts which bind the main body piece A in the cutting machine recess, and also bind the auxiliary cutting strip G in the main body piece A at one operation.
F—Recess in main body piece A to allow the wrench to engage binding screw bolts D in renewing auxiliary cutting strip G without taking the main body piece A from the recess in machine bed C.

Special Advantages

No breakage of body piece.
No accurate fit required.
No turned steel on end, allowing full length cut.
No removing of body piece from machine in renewing auxiliary cutting strip.



Full View—All Steel Patent Stick

Directions for Ordering

1—Give size square of body piece.
2—Give length of body piece.
3—State how far from front edge of stick the knife strikes.
4—State number of auxiliary strips wanted.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing rooms in some of the leading printing plants in the United States.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

Net Prices of Hamilton's Improved All-Steel Patent Cutting Sticks.

	Main body piece complete with screw bolts and locking wrench.	Strips per dozen.
Less than 30 in.	$ 7.00	.25
30 to 38 "	8.00	.25
38 to 54 "	9.50	.40
54 to 70 "	11.00	.50
70 to 84 "	12.50	.60
84 to 96 "	14.00	.75

Send for complete descriptive circular

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INKOLEUM

THE OLDEST AND STILL THE BEST

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Is a Convenience and an Economy in Every Printing Office.

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It is an absolute necessity to every printing office that does not have a wire stitcher.

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is a good stapling machine It has stood the test for years and has been improved through practical experience with the demands of printing offices A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

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112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

Type Talks as Type

It speaks the subtle language of suggestion;—its forms, its boldness or delicacy, its general arrangement in various combinations of sizes, may be used by the advertising man to call up images—to enforce ideas

— JOSEPH EDWIN CHASNOFF

EXAMINE the type work in the most expensive magazine space and in the business-producing department store advertising in the daily papers of the United States, and you will find that the American Type Families predominate.

Take for example the Cheltenham Family, which is the most widely used type face in the world to-day. It offers the advertiser the fullest possible range of legibility, emphasis and practical adaptation to all the requirements from extended to condensed display.

The Caslon Type Family now includes the original Caslon Old-style, New Caslon, New Caslon Italic, and Heavy Caslon, all closely related and more than doubling the value and usefulness of the widely used parent Caslon designs.

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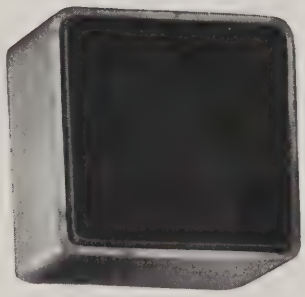
BRANCHES IN ALL THE PRINCIPAL CITIES

Set in Cheltenham Wide and Cheltenham Bold

In Exchange For Your Money

Get the material that will handle economically any job offered a printer and—do it better than any other system



Patent applied for

Made in following sizes:
4 x 4 Picas
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with
Hoge Register Hooks
WILL DO T

PERFECT IMPRESSION
MAKEREADY TIME REDUCED
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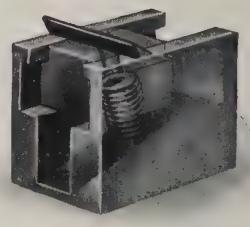

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Size 4x6 Picas
Square or Swiveled Jaw
3 parts, all interchangeable
Cannot slip

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Interchangeable
Prevents Work-ups
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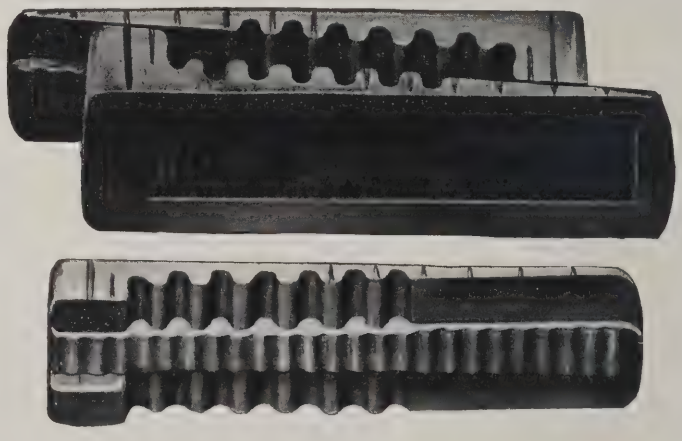

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NEARLY SEVENTY THOUSAND

Have been Made and Sold by Us and Every One is Satisfactory.
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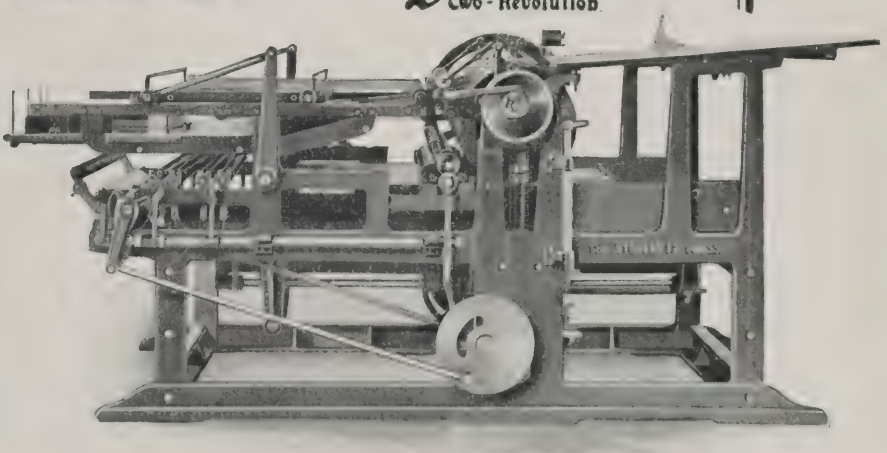
Stonemetz
Two-Revolution



THE medium sized weekly newspaper office seldom has use for more than one cylinder press provided that press will handle the run of job work as well as print the paper. Therefore a two-revolution is the logical choice.

The STONEMETZ will satisfactorily meet these requirements. It is simple in design, strong and substantial in build, and reasonable in price.

It has printed-side-up (carrier) or printed-side-down (fly) delivery, registers perfectly and has splendid ink distribution. No press is so handy for make-ready or so easy, quiet and safe in running.

Four bearings under the impression; air springs adjust automatically to the different speeds; rollers are held by simple, adjustable bearings; fountain is readily accessible; feed board is hinged, and there are many other excellent features. Built in three sizes, 25x33, 26x38 and 29x42. Write for pretty Stonemetz booklet, samples of work and other interesting literature—free for the asking.

Address all inquiries to Dep't F

The Challenge Machinery Company

Fulton and Beach Streets - - - Grand Haven, Michigan, U. S. A.

Wesel Safety 3-Wheel Form Truck

Patented, Sept. 1, 1908

Is the only form truck that supports a form *safely,* no matter how heavy. On all other form trucks the forms require to be supported by hand to prevent falling. The form is supported by the stout rod, to which it is held by an adjustable clamp.

The front wheel has a swivel bearing, so that the load is guided with more ease and sureness than is possible on an ordinary form truck.

The construction is extraordinarily strong, and "Wesel Quality."

The following firms have purchased these form trucks:

Benj. H. Tyrell,	New York City	1	
H. Feinberg	"	1	
Am. Type Founders Co.,	"	2	
Railway Equipment and Pub. Co.,	"	1	
Trow Directory Co.,	"	1	
American Bank Note Co.,	"	1	
Am. Type Founders Co.,	Jersey City, N. J.	3	
Baker Printing Co.,	Newark, N. J.	1	
State Gazette Co.,	Trenton, N. J.	1	
Mason-Henry Press,	Syracuse, N. Y.	1	
Maple Press,	York, Pa.	1	
Jas. McMillan Ptg. Co.,	Pittsburgh, Pa.	1	
Scranton Times,	Scranton, Pa.	1	
Peerless Printing Co.,	Penn Yan, Pa.	1	
Am. Type Founders Co.,	Baltimore, Md.	2	
John R. Smith Ptg. Co.,	Rochester, N. Y.	1	
Mercantile Ptg. Co.,	Wilmington, Del.	1	
Miller & Richards,	Toronto, Canada	1	
Faithorn Printing Co.,	Chicago, Ill.	3	
R. R. Donnelly & Sons Co.,	"	1	
Traders Printing Co.,	"	1	
Excelsior Printing Co.,	"	1	
G. C. Dom Supply Co.,	Cincinnati, Ohio	1	
Thos. E. Kennedy & Co	"	1	
Republican Pub. Co.,	Hamilton, Ohio	1	

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The National Wire Stitcher

is very simple in construction. It has newer parts than any other machine.

Each part is strong; well made, and is *made to last.*

The NATIONAL is so simple a child can set or adjust it. By turning a small hand wheel at the top, all of the parts are automatically adjusted or set to the thickness of the work and proper length of staple.

It is the *only* wire stitcher on which lost motion and wear can be taken up without putting in new parts.

The *only* stitcher having the table always at the same height; very convenient.

It is the *only* stitcher that can not buckle the wire.

Will run No. 30 wire successfully and satisfactorily.

The wire from the time it leave the spool till it enters the work i always in sight.

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It may be run faster than any other wire stitcher. It's a money maker.

PATENTED JANUARY 18, 1910

MANUFACTURED BY

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BIG PRINTING PROBLEMS

Long runs—
Large editions—
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Quantity Deliveries on "Must" Schedules.

These problems we are thoroughly equipped to handle. We have successfully worked them out for many publishers and printers, and have accumulated a fund of experience and information which is at the free service of others.

That means at *your* service.
Let's get together on your problems.

C.B.COTTRELL & SONS CO.

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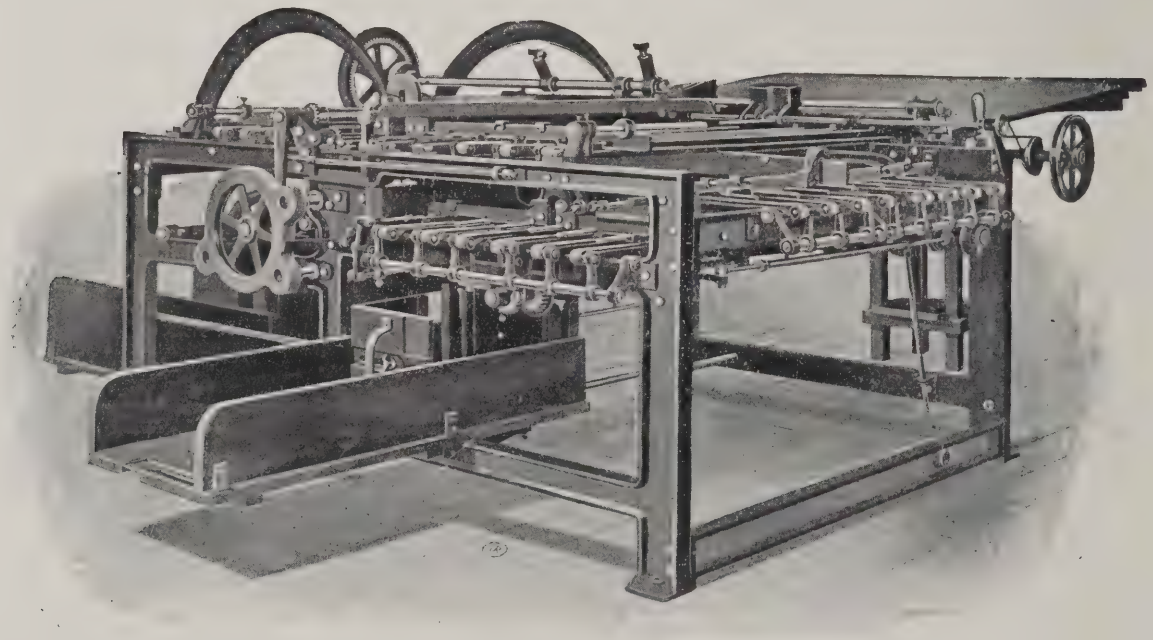

The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

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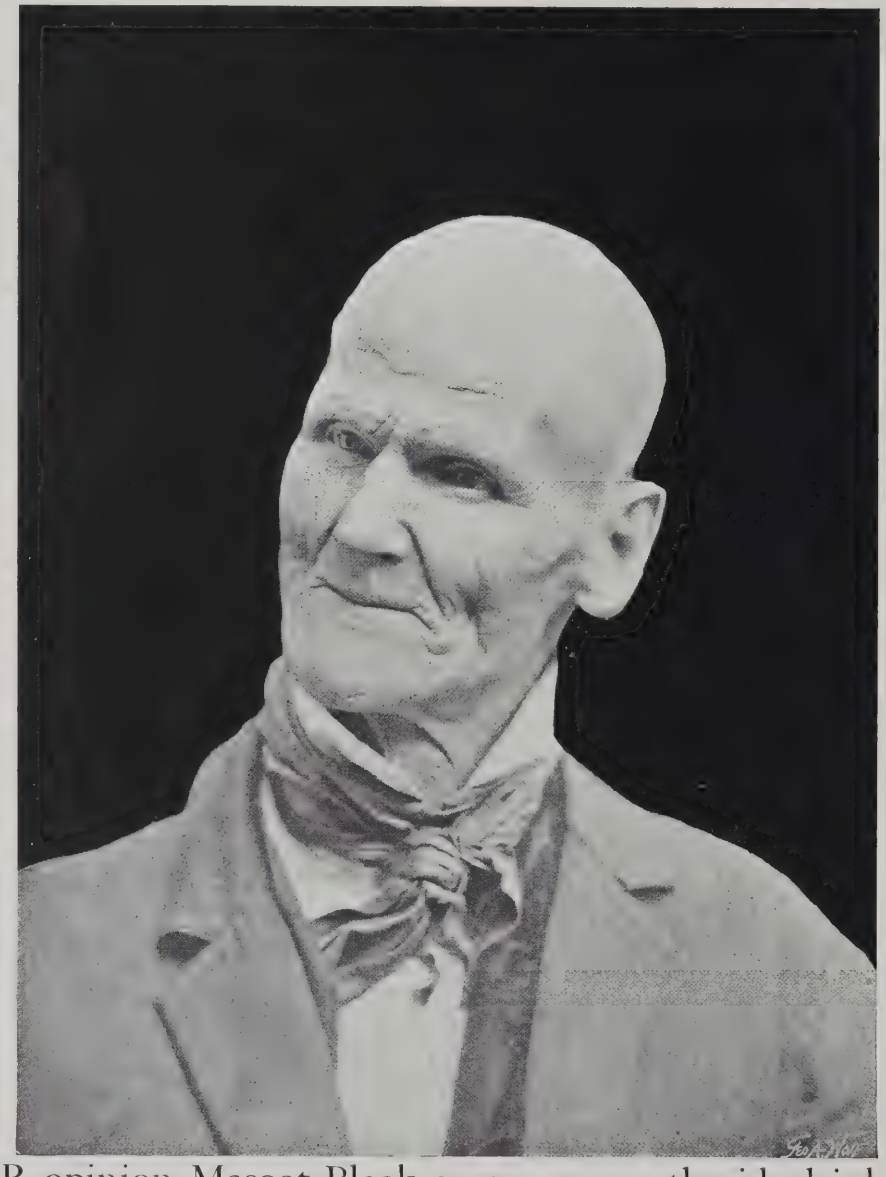
THIS SHEET IS PRINTED WITH OUR
30-CENT GRADE OF

MASCOT BLACK

OKIE



Mascot is made in a special grade of varnish which prevents skinning yet dries rapidly when printed with a high finish with no stick

We have this ink to sell at

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30c
40c
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$1.00

We can assure our trade that they will get full value with each price

We pay freight in lots of 100 lbs.

IN OUR opinion Mascot Black comes nearer the ideal ink that each manufacturer is striving for than any ink on the market. Sheets can be turned and backed almost instantly, yet the ink remains fresh on the press and rollers.

F. E. OKIE COMPANY, PHILADELPHIA, PA.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES
Volume Thirty | Chicago, April, 1912 | Number Four

A Fortieth Anniversary Edition

Many Valuable Points From Leading Publishers and Others as to Causes for Such Worthy Success

WITH just pride, for good reason and with commendable enterprise and gratifying, valuable and educative results, the South Bend (Ind.) Tribune celebrated its fortieth anniversary Saturday, March 9. The edition consisted of twenty-four pages and contained a history of the publication and hundreds of letters of highest appreciation. Every worthy newspaper should be so great a part of, and occupy so high a place in, its city and state as to have a history that will be treasured with gratitude by the people. The Tribune was established as a weekly paper by Alfred B. Miller and Elmer Crockett. Mr. Crockett was a printer and Mr. Miller was a writer with experience as a newspaper man. He had been a Civil War correspondent for several leading newspapers and had written poems and other articles for Harper's Monthly, Frank Leslie's Illustrated Magazine, Worris & Willis' Home Journal and others, and had newspaper experience as one of the editors of the St. Joseph Valley (Ind.) Register, founded by Vice-President Schuyler Colfax. The combination or partnership was a good one for the conducting of a weekly newspaper and job office in a growing city. The business was conducted by a company under the corporate name of The Tribune Printing Co., with four stockholders, with Alfred B. Miller, president; Elmer Crockett, vice president; E. W. Hoover, secretary, and Mr. Baring was the fourth stockholder, but no treasurer seems to have been needed. Mr. Miller was editor, Mr. Crockett foreman, Mr. Hoover bookkeeper, and Mr. Baring had charge of the mechanical department of the paper. They were all workers and constituted the whole force, to which the present organization is a great contrast. On December 10, 1892, Alfred B. Miller passed away and was succeeded by his son, and the present newspaper staff is as follows:

Editor, F. A. Miller; associate editor, W. K. Lamport; city editor, Harry W. Armstrong; telegraph editor, Rudolf H. Horst; society editor, Miss Margaret Tobin; sporting editor, D. C. Grant; cartoonist, J. E. Whiting. On the staff also are R. M. Hutchinson, Wilber Armstrong and Everett Carr.

The Tribune was the first newspaper in South Bend to install so-called typesetting machines, two Mergenthaler linotypes having been put in operation March 17, 1897. These are still in use.

The next marked improvement in the mechanical equipment was a Hoe Presto printing press of eight-page capacity, which went into commission June 15, 1898. This was the first fast rotary press printing from stereotyped curved plates used by any newspaper in this part of Indiana. At the same time The Tribune was increased in size from six to seven columns to the page and the length of the columns was augmented. At that time it was thought this fast, eight-page press would accommodate business for many years, but it failed to do so and on May 26, 1902, The Tribune discarded the Presto and put in commission a Hoe Ideal press of sixteen-page capacity. Business continued to grow, and Dec. 11, 1907, an eight-page addition to this press, making it capable of printing twenty-four pages at one time, was put in commission.

The Tribune was the first newspaper in South Bend to establish an advertising department in charge of an advertising expert. On Jan. 15, 1904, such a department was put in operation with W. W. Dunkle in charge. In due season a foreign representative, R. J. Shannon of New York, was added to the department, with headquarters in New York. Through these agencies the local and foreign advertising of The Tribune was gradually built up to a more and more satisfactory extent. It required years of effort, however, to convince advertisers of The Tribune's one-price policy and aim to treat every advertiser alike. Even today some affect to believe this policy is not carried out and as a result it is presumed

The Tribune loses some business. In spite of this, however, The Tribune continues its policy and has convinced most advertisers that its action is in entirely good faith.

There is much more, but this is sufficient to show the development of the paper. Our readers will be more interested in and benefited by the methods and principles through which the Tribune has reached its signal success. These are best reflected in related experiences of former Tribune newsboys and letters of congratulation from prominent business men, publishers, statesmen and others, and are full of interesting incidents and occupy five of the great seven-column pages. They give among other things a most instructive synopsis of the leading essentials for worthy and successful newspaper making and show plainly, that intelligent, enthusiastic service is what wins.

Former Vice-President Charles W. Fairbanks writes:

The Tribune has been a positive agency for good in our midst; it has set a high standard of clean journalism and devotion to the public welfare which should awaken a sense of gratitude among all its friends everywhere. I trust that The Tribune may enjoy the fullest possible degree of prosperity in the years to come and that it may continue to exercise the same generous, wholesome influence that it has exerted in the past.

Governor Charles S. Osborne of Michigan:

As one who has a personal interest in and most kindly regard for South Bend and all that pertains to its welfare, I desire to congratulate The Tribune on the completion of its fortieth year of usefulness. The part that The Tribune has taken in the upbuilding of South Bend may well be regarded as a prideful achievement.

The Tribune realizes its force and its almost sacred responsibility as a newspaper, which must at all times be a defender of the people, their public tribunal and the watchful guardian of their interests.

Governor Judson Harmon of Ohio:

Let me join in the celebration of your fortieth anniversary by a line of congratulation. Forty years is a long while in this age of rapid changes and it is a tribute to the men who have had charge of The Tribune that it has during that period served its readers faithfully and well in both information and fair and able comment on men and measures; otherwise, its career would have been brief.

George Ade:

As far back as I can remember South Bend seemed to be the capital of the universe, because it was the home of Schuyler Colfax. Even then The Tribune was preaching the gospel of good government. I congratulate you on being forty years old and on living in South Bend.

Harry S. New, of Indianapolis:

No community can too highly appreciate the possession of a good clean newspaper and this The South Bend Tribune is and has been during all the years of my acquaintance with it. It is a paper of which a much larger city than South Bend might well be proud.

Delvan Smith, Editor Indianapolis News:

You have helped to prove the proposition that a newspaper of high ideals, honestly striving to reflect intelligent convictions, and that serves its people with the news of the day, properly presented, perpetuates itself and becomes indispensable. The public may not always agree with the opinions of a newspaper, it is not necessary that there should be agreement, but it is necessary that there should be fearless and enterprising newspapers. We must always have them as we must have schools and churches.

Irving A. Benjamin, publisher of Benjamin & Kenton Co.:

There are very few newspapers published in cities of the size of South Bend that stand for the square deal for all advertisers to the degree that The Tribune does. As a result of your policies, such as adherence to rates, sworn detailed circulation statements subject to investigation by authorities, plus the actual returns that can be traced to the use of your columns, we do not know of a paper that stands any higher in the estimation of the general advertisers, and they give concrete testimony year after year by the continued use of your columns.

Clark Howell, editor Atlanta Constitution:

I know of no paper published in any town the size of South Bend which is doing better work than The Tribune. You have succeeded because you were entitled to success and your newspaper friends throughout the country are in hearty accord in wishing you a very happy anniversary.

John A. Sleisher, editor Frank Leslie's Weekly:

An anniversary is always a pleasant occasion. The fortieth anniversary of a prosperous newspaper is so rare as to be particularly noticeable. Accept my sincere congratulations on the auspicious occasion. The courage and vigor with which The Tribune has been conducted justifies its great success and the shower of compliments which is pouring in upon you.

J. M. Hopkins, general manager Printer's Ink:

That the Tribune has covered its field very thoroughly is evidenced by its volume of circulation; and the fact that its circulation books have been open for inspection by its advertisers at all times is proof that The Tribune is willing to show its advertisers what they are getting for their money.

Circulation can only be maintained by a publication when its editorial strength is great enough to make people want it, and I believe the success of The Tribune is due to its editorial policy of giving its readers the best newspaper possible.

Joe Mitchell Chapple, editor National Magazine, Boston, Mass.:

Gentlemen: Forty years is a magic space of time in history. It was forty years that the people were in the wilderness and forty years seems to have a ring about it that proclaims a magical stretch of time.

I wish I could express adequately the feelings that I have in congratulating a newspaper such as The South Bend Tribune on the celebration of its fortieth anniversary. Forty years of valiant service to a city that has made itself known the world over! Forty years of chronicles of births, christenings, marriages and deaths! Forty years—a span of time that tells the story of the development of a typical American city. Indeed the files of The South Bend Tribune include important pages in the history of the development of the middle west.

I congratulate the people of South Bend as well as The South Bend Tribune. I congratulate the great state of Indiana on having such papers as The South Bend Tribune; and especially do I congratulate the men who

have been behind and had the making of The South Bend Tribune.

B. B. Herbert, editor National Printer-Journalist:

I wish to congratulate you upon rounding out of forty years of usefulness with your excellent publication. The Tribune has had the right idea for a home newspaper, that of giving constant service toward the building up of worthy local industries and institutions. You have placed home news and home interests first and have made an all around, complete newspaper that is worthy of success.

Melville E. Stone, general manager of Associated Press:

Although it is an achievement great in itself to have published daily during forty years, it is not age merely but the character of the work done day by day that makes The Tribune merit felicitations upon the past and my good wishes for the future. I see The Tribune as a living force in northern Indiana, straightforward in method, considerate toward men, efficient in assembling and selecting news and ideas.

The Tribune for me is not anonymous or impersonal, for when I think of the paper I think of the men who are making it, some of whom I have known and admired for many years. I desire for them and the newspaper an enduring prosperity.

A. Brisbane, editor New York Evening Journal:

I congratulate you sincerely on the fortieth anniversary of The Tribune's life and work. This is a good old age for a newspaper in these shifting days. The newspaper honestly conducted does today for the people the work that was done in the public square in the old days twenty centuries back.

The editorial column of an honest newspaper is the people's meeting place; and the success and persistence of an honest newspaper is a cause for public congratulation.

Norman Hapgood, editor Collier's Weekly:

Gentlemen: I wish to congratulate you heartily on your fortieth anniversary. As The Tribune is progressive and free it is a valuable asset in its community. The improvement of the newspaper press is intimately connected with the welfare of the whole nation.

Harry B. Darling, editor Argus-Bulletin, Laporte, Ind.:

Your fortieth anniversary should bring you the consciousness of splendid service to your constituency. There is so much arduous work connected with the editing and publication of a newspaper that words of appreciation are not amiss. I have found The Tribune to be a progressive and aggressive newspaper, its editorial policy free from dictation, its news columns clean, while in growth and development it has kept pace with the trend of the times toward bigger things, greater achievements.

PRINTERS' COST ACCOUNTING EXPLAINED BY PROF. ELWELL

Cost accounting for printers was explained by Prof. F. H. Elwell of the University of Wisconsin before the convention of Master Printers of Wisconsin and Northern Michigan, in Milwaukee, March 8 and 9.

Prof. Elwell is giving a course in this subject to a class of fifty practical printers in Milwaukee, and the extension division is planning to offer a course by correspondence that will cover the same ground.

"The Value of a Journalistic Equipment"

Requisite for the Newspaper Man: Broadness of Views, Knowledge and Training, Good Judgment, Clearness of Expression, Originality, a Proper Sense of Humor, Energy, Conscientiousness and High Ideals, Mastery Through Solid Reading, Logicalness and Power to Entertain—Shallowness and Cynicism to Be Avoided—The Great Opportunities for Service and Worthy Success to Be Appreciated and Improved.

"JOURNALISM is the greatest calling in the world," is the statement of E. W. Stephens, former president of the National Editorial Association, who spoke to the class in the History and Principles of Journalism at the School of Journalism of the University of Missouri. "No other profession offers such opportunity for service," said Mr. Stephens. "Journalists are the teachers of the world. They are usually the most progressive and aggressive people. The profession of journalism has, however, another usefulness. It fits one for work in other lines afterward. The late John Hay was a journalist in early life. I could mention many others who filled with ability and usefulness high public positions."

Mr. Stephens spoke on "The Value of a Journalistic Equipment." He stated that his remarks were from experience, as he had been a journalist for thirty-five years. His talk in part follows:

"Whether you pursue the profession of journalism or not, after you leave the university, the training you young men and women receive here cannot fail to be of value to you. No other profession requires a wider range of powers than journalism; its greatest sin is

narrowness. This is the great evil of the world today. The teacher, with due respect to the members of the profession, is becoming narrow in his views. He must get out and broaden himself. The lawyer and the doctor, too, in this day and age, tend toward narrowness. Specialization is a good thing except that it tends to produce narrowness.

"Broadness in training and views is the first essential of a good journalist. He must learn this fact early, because this profession, unlike many, is that of a young man. Reporting and, to a large degree, editorial writing are best done by young men.

"After these few remarks about the profession of journalism I want to discuss some of the requisites for a good journalist. The first of these is the possession of knowledge—information. English history and language and the science of government are especially valuable. No man can be a good journalist who is not well educated—for the journalist must be a teacher of the world.

"He must be broad minded. He must have more than one pair of spectacles. As a journalist, you deal with

all kinds of subjects and you must not be so interested in any one that you cannot appreciate anything else. Some newspaper subscribers are most interested in the society page; others disdain to read the society news and prefer, perhaps, the sporting page; still others are interested in religion or politics. All kinds of readers read the newspapers and they are interested in all kinds of things.

"A journalist must be accurate. Never make a mistake in a name or a date. No matter if you write a whole column of good news, the reader does not appreciate it if you make a mistake in a name or a date, if he observes it. Strive to get everything right and do not be satisfied to guess at the spelling of names or estimate figures, when you are likely to miss the correct amount considerably.

"Good judgment is another qualification. You must have good common sense. A reporter must know what questions to ask, and what not to ask. Don't miss the mark. Become judges of human nature. Then, too, you must be able to make up your mind quickly. You must decide questions promptly. Suppose you were an editor of an independent newspaper last Sunday. That night about 11 o'clock you received a telegraphic dispatch saying that Theodore Roosevelt was a candidate for President. You would have to decide whether you would support him or Taft for the nomination, and your decision that night would have influenced the policy of your paper for months to come. In many cases, it would influence the policy for years ahead. Avoid libel suits and try to make friends, not enemies.

"You must learn the art of clearness in expressing your thoughts. No other kind of English is as clear as newspaper English. Rhetoric ought to mean clearness.

"Originality is another requisite for the good journalist. Don't try to copy anyone else. The world about you is full of things that can be discussed in a new and different way. Your mind should be fertile. The reason why Greeley, Bennett, Pulitzer, Brisbane and Watterson succeeded in editorial writing is that they were original. Don't try to imitate someone else and don't drop along beaten paths.

"Another valuable thing for a journalist is to have a sense of humor. Be careful how you use it, but develop a humorous vein within yourself.

"Energy is needed in journalism more than anywhere else. My father put me into the newspaper business because I was lazy. If anything will bring out the energy in a lazy man, newspaper work will. Nothing else in the world requires as large an amount of energy at as small an income.

"My companions for more than forty years have been these three things—a notebook, a pair of scissors and a pencil. I carry them still from force of habit. Every journalist should have all three.

"Constant mental activity is necessary to good journalism and good journalists. I would prefer to have the asset of an active mind rather than a million dollars. Keep your body strong and vigorous and your mind clear.

"Have the courage of your own convictions. The people want to know that the newspaper is courageous. It is easy enough to have courage in a city, when you sit at a desk on the fifth floor of a big building and write your denunciation of corruption. No one knows who is writing what is printed except those in the newspaper office. But it is different in a country town. You meet everyone and know everyone and it takes courage to write what you think. If there is any one thing that journalists need, it is public spirit. The leader of all public movements is the newspaper. A man who is not undertaking to build up his town materially and socially is a failure in journalistic life. But don't lead a movement until you see that it is practical. Be sure that it is valuable, practical and worth while, then push it for all you are worth.

"Journalism means writing, but the journalist must assume some business responsibility. In your anxiety to write don't forget that the prosperity of your paper depends upon its business methods. Learn something about the mechanical part of the paper. Especially should you learn the art of proofreading.

"You must have a conscience and high ideals. You must not betray confidences. It is a rare thing for a journalist to do so. You are the guardian of the public conscience and the public morals and should have an ambition to make your newspaper the best anywhere. Be progressive and aggressive. Don't put anything in your newspaper that anyone couldn't read.

"These are some of the requisites for a good journalist. Now I want to tell you two of the dangers of newspaper life. The first is shallowness. It is a good rule not to write an editorial longer than a pencil, but don't allow yourself to become so shallow that you don't want to read anything longer than that. Sit down once in awhile and read a good book through, or master some one subject thoroughly. I would advise you to read Dickens; his characters are real and are especially good for a reporter to know about. Learn to write so as to entertain. The editorials of the New York Sun are good in this respect, as are articles by William T. Stead. But be careful in writing not to let your mind become illogical.

"If we are not careful in journalistic life we will become cynics. This is the second great danger. Many newspaper men do become cynics. They come in contact with so much that disgusts them that they are displeased with everything. They have a contempt for the whole world. We want to remember that it is not so bad after all. Shallowness and cynicism, then, are the two great dangers before the journalist.

"I want to close with a plea to you young people to wisely use the great influence you will later have. Journalism is the greatest profession in the world. It gives opportunity for the most service and it is financially profitable, if you will make it so. It is not true that journalists need to be poor.

"Books are not read as much now; newspapers are taking their place. Thus the opportunity for the journalist is growing. We need better journalists. Training for journalism, once laughed at, is now becoming a necessity.

"Take pleasure in doing good. You can multiply your life thousands of times; you can leave behind you a memorial when you are gone and forgotten; you can make the world better for your having lived in it. All this is the opportunity of the newspaper man."

The South Bend Tribune celebrated its fortieth anniversary March 9. It was the recipient of scores of letters of congratulation from at home and abroad from governors, editors, politicians, newspaper publishers, manufacturers, preachers and others. The Tribune was first issued March 9, 1872, and was founded by Alfred B. Miller, who died Dec. 10, 1892, and by Elmer Crockett. The latter is the only one of the original members of the Tribune company now living. F. A. Miller, present editor of the Tribune as the successor of his father, Alfred B. Miller, will observe the twenty-fifth anniversary of his connection with the Tribune on July 3.

The Personality of the Editor

PERSONALITY of the editor should be as tangible an asset of a country newspaper as its advertising space, its subscription list, or its job printing business.

There are too many towns and villages suffering loss of population, prestige and trade just because the editor of the paper lacks personality, and the necessary hustle which should also be linked with personality.

The live hustling town can attribute its progress to some citizen or group of men, and the editor is generally the leader, but the facts are that too often, although the instances are becoming rarer and rarer, that the editor cuts no more figure in the life of the village than does the blacksmith or butcher.

The duties of a newspaper editor demand of him a personality which is adaptable to all circumstances. The minister only looks after the religious life of his parishoners, the politician ostensibly the political needs, and the merchant caters to a particular class of customers. The editor who is interested in the welfare of the town and its surrounding country not only has the interests of the business places of his village at heart, but the professional, society and agricultural interests, the church and school, and the home.

Too many newspaper men in the small towns sit from morning to night on the stool in their back office setting reprint or at the job press treading off some cut-rate job, when he should have had a girl at the case and some schoolboy apprentice at the press, and he should have been out "mixing."

The small town wants a newspaper man who is a mixer, and, Mr. Editor, if you are not a mixer, get busy and become one. This does not mean that you have to drink or smoke with the boys, or visit questionable places, and be out with the crowd at all hours, nor does it mean that you lead in prayer on Sunday and play pool every night during the week. It does mean that you become familiar with all classes of people in your town, that you know what is for their best interests, and then plan your work to build up the town and make the people better and business come the way of the place.

I know of a reporter on one of the largest dailies who never smokes, yet he circulates among business men and professional men who are continually smoking. He receives many "hand-outs" daily, and his gracious manner in accepting or declining the tokens of hospitality command the respect of the class of men he meets. There are good business men, and men on whom much of the business prosperity of your town may depend, who may be tipplers. Don't knock, but keep in touch with these men, cultivate their personal friendship and challenge their esteem by refusing treats, if you are not a drinking man. It is a mighty good evidence that you have wedged yourself hard in the esteem of another man when he offers you either a smoke or a drink, and it will pay you to properly express your appreciation even though you decline the token of hospitality.

Be friendly and courteous to your advertisers. Don't let them have the slightest idea that you are sore when they call off their ad for a week. Pose as a benefactor, which is really the case, and express concern because they are going to let a nice lot of business slip through their fingers by suspending their advertising.

Dress will go a long way to command the respect of your advertisers and readers. No difference what the size of your town is, whether it is a little crossroads burg, not large enough to support a clothing store, or whether it is a good-sized hustling village, dress neatly. It will not pay to wear overalls and a black shirt, but dress as well as the average business man of the town, and it will pay you to go him one better on the quality of goods. Careful and neat dressing rounds out and gives dignity to personality the same as proper framing does to a picture.

One of the most successful country newspaper men in my experience, Hiram Blackman, formerly of the Hillsdale Democrat, was a most careful dresser. Every article about his person was absolutely neat and clean and in harmony with the best style. His dress, personality and business ability commanded the universal respect of the people of his county.

Little things about one's appearance detract from his personality just as much as a fight in a circus draws attention from the tight-rope walker's stunts. Keep those ink spots off the hands and clothes, keep the clothes well pressed, and see that your suit fits you well.

Don't nurse a grouch when a farmer comes in to stop his paper. He will surely pass on a good live description of the reception you gave him, and all the neighborhood will come to get the same view of you that he has. Give the farmer the glad hand and welcome him just as royally as your most liberal advertiser or convivial salesman. The farmer likes the feel of kindly commendation or compliment, he likes to have his hand gripped with the same vim that he uses on the hardest cow in the herd at milking time.

In our office we made it a practice never to let a farmer go out of the shop without showing him the linotype, setting his name up on a slug as a remembrance of the place, and taking him through the press and composing rooms. We always had a number of daily papers, magazines, and farm papers and we always managed to find out something special the farmer was interested in and hand him a few papers along that line or pass out a promiscuous bunch of them. It may cost a little time, and it may be a little bother to save up a few papers for your farmer friends, but it is business and it means money for you.

If you are running a local paper never let a farmer go out of your office without securing some kind of an item of him. We made this a practice in our newspaper office, in a city of a little over five thousand, and we were running a twice-a-week sheet. Don't stop at saying that William Brown was in the city Tuesday on business, but quiz him on how the dry weather is affecting his crops, ask him if the cattle are doing as well as usual, and find out what is the best method of raising calves. He will be able to give some good advice along some particular line in which he is interested, although he may be the poorest and most impractical farmer in his community. He will be a booster, and boosters are worth money these days when competition is keen and profits small.

The editor can inquire into these facts without being apparently inquisitive. If you can say a good word about your patrons say it, and there are a lot of bad things which generally should go unpublished.

Make yourself known. Advertise yourself as well as your business. Get in touch with the best people of the surrounding country, and in fact if you are running a paper in a small town of perhaps a thousand population, learn the names of as many of your subscribers as possible. When you look over your subscription cards think of some point of contact by which you can draw yourself closer to your patrons, and the next time you see them if that one likes automobiles, talk auto; if he likes horses, talk horse, or if he likes cattle talk dairy.

Too many editors walk up and down the street with-

out turning right or left to speak to any one, and, aside from the few advertisers they meet in their regular rounds for copy, and a few people who visit the office for printing, or hand in an item, their acquaintance is limited. Break that crust off and get your talker busy. It is mighty easy to develop a nice wave of the hand and a genial hello for everyone, from the village bum to the leading pastor. I know a newspaper man who has got the wave of the hand and the bow "down pat," and he knows how to apply it so it makes everyone feel good.

When the poor washerwoman comes into your office to ask for a back copy of your paper, don't ignore her, just because some "swell" patron is there. Show as much interest in her as you do the society belle. I know of an instance where the editor of a small city daily popularized himself with the poor people by recognizing a washerwoman who came to his office. She wanted to pay up for another week, and when she was about to go he asked her if she knew of anything of interest for the paper. She told of an accident which had happened to her son, and although slight, it was mentioned in the paper. She remarked that she was poor, and did not volunteer the item for that reason.

Make everybody feel at home in your office. As an advertiser I would rather place business with an office always having a "full house" of visitors, all holding a gab fest with the editor, than one that is neat and trim, and as cold as a refrigerator, and I would be willing to pay twice as much for space in the former as in the latter, for results would be twice as great.

Be enthusiastic about your business, and your advertisers, and patrons will become enthusiastic over you. Never get sore or nurse a grouch, for it doesn't pay. Use the time and mental energy in building up the business. Wear a smile. There is a limit to crowding yourself in the lead, but make yourself an indispensable citizen and business man.

Look after the best interests of your town, your advertisers and patrons, and be strictly on the "square" in all your dealings, and it will mean that you will perform an indispensable service to your locality.

And for this service you will be well paid.

JOURNALISM PRIZE ARTICLES ON BIG FARM LEADERS

Prizes amounting to $25 were awarded this week to students in agricultural journalism at the University of Wisconsin for the best articles on men who have influenced Wisconsin agriculture the most. The prizes were offered by A. W. Hopkins, editor of the Wisconsin Farmer, and the subject for the contest was: "The Four Men Who Have Influenced Wisconsin Farming the Most."

First prize was won by W. J. Lueths, Norwalk, Wis.; second, W. J. Beattie, Arlington, Wis.; third, F. D. Otis, Madison, Wis.; fourth, C. C. Morris, Madison, Wis., and fifth, J. H. Murphy, Kewaunee, Wis.

Prof. W. A. Henry, for over twenty years dean of the College of Agriculture of the University of Wisconsin, was selected as the man who had influenced Wisconsin farming more than any other single person. Dr. S. M. Babcock, inventor of the Babcock milk test, was given second place. Other men who were included in the lists were: Ex-Gov. W. D. Hoard, Hiram Smith, Prof. R. A. Moore, Dean H. L. Russell, and Prof. F. H. King.

C. E. Gapen, a graduate of the University of Wisconsin in the class of 1909, has accepted a position as associate editor of The Country Gentleman, published by the Curtis Publishing Co., Philadelphia.

"Job Composition"

UNDER the above title of a series of articles, the Inland Printer, that is always seeking out matters of interest and instruction for progressive printers, published in its March issue, the following article, about Mr. David B. Gustafson, samples of whose excellent type composition have been frequently showed in the pages of the National Printer Journalist, and in whom we confess an especial interest, because he is the foreman-printer in our old Red Wing office and his experience and work we believe to be especially valuable and educative.

David B. Gustafson

(From Inland Printer, Chicago, March, 1912)

The subject of this sketch landed in Red Wing, Minnesota, direct from Sweden at a more or less "tender age," and for some twenty odd years has "hung up his hat" in what is affectionately known as "The Desirable

David B. Gustafson

City." He attended the Red Wing public schools for a period of years, and it was during one summer vacation that he accidentally got a tip that one of the local printers needed "help."

Entering the employ of the Red Wing Argus, he "started at the bottom"—of the payroll—at a salary of $0.00 per week, with a promise held out for a raise after the first month. In itself, this wouldn't have been so bad, if only during that first month the local patriots hadn't pulled off a monster celebration with "100 guns at sunrise," and if Ringling's Royal Roman Hippodrome had stayed away. To a "kid" without money for fireworks and red lemonade, celebrations and circuses are dull affairs.

Young Gustafson "stuck" with the Argus two years, leaving in the fall of 1895 to attend the Red Wing Seminary. In the summer of 1896 he accepted a position with

the Red Wing Journal, and in the following year, in partnership with C. E. Sykes, established a job-printing business under the firm name of Commercial Printing Company. In the fall of 1897 a consolidation was effected whereby the Commercial Printing Company took over the Red Wing Times, and E. L. Grondahl, now of Seattle, Washington, became one of the partners in the company.

The home of the Red Wing Printing Company

Later the Argus was purchased, and the Times discontinued. In the fall of 1899 Mr. Gustafson sold his interest and went to Fingal, North Dakota, accepting a position with the Herald of that place.

In January, 1900, the Red Wing Printing Company needed a job-compositor and Mr. Gustafson was offered the position and accepted it. He has remained continuously ever since—in later years having had charge of the mechanical department. During this time he has had the pleasure of seeing the Red Wing Printing Company grow from a quite ordinary shop to one of the finest smaller-city offices in the Northwest, occupying three floors of its recently constructed concrete fireproof building.

For several years Mr. Gustafson has taken an interest in the Ben Franklin movement, and at present is secretary of the Minnesota State Ben Franklin Club. In parenthesis, a bit of history might here be inserted, for with

A section of the job department

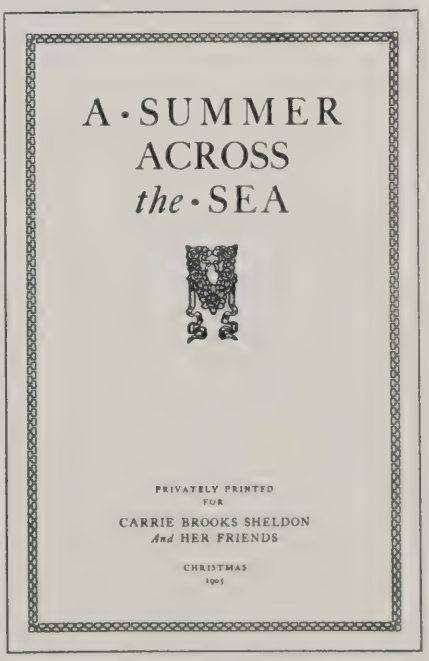
the Red Wing Republican, which the Red Wing Printing Company publishes, have been associated men of nation and state wide prominence. In its fifty-odd years of life it has numbered among its editors the late Col. William Colvill, hero of Gettysburg; Gen. L. F. Hubbard, ex-Governor of Minnesota, and the late Gen. S. P. Jennison, soldier and scholar. For many years Hon. B. B. Herbert, of the National Printer-Journalist of Chicago, was the moving spirit in the Red Wing Printing Company, and in the community as well, and in 1884 established the Daily Republican, which has become in late years, under the able management of Hon. Jens K. Grondahl, one of the best smaller-city dailies in the United States. The Weekly Republican was established in 1857.

Hon. Tams Bixby, proprietor of the Muskogee (Okla.) Daily Phenix, formerly private secretary to former Governor (now Senator) Knute Nelson, and to former Governor D. M. Clough, and later chairman of the Dawes

Rear view of the composing-room

Indian Commission, is president of the Red Wing Printing Company, and Hon. Jens K. Grondahl, ex-representative to the Minnesota State Legislature, and one of the best-known newspaper men in the state, is secretary and manager.

The building which the Red Wing Printing Company occupies was erected by it for its own business three years ago. It is practically a three-story concrete fireproof building, 40 by 85 feet. Its location is immediately adjoining Red Wing's "Civic Center," which comprises the Sheldon Memorial Auditorium, Carnegie-Lawther



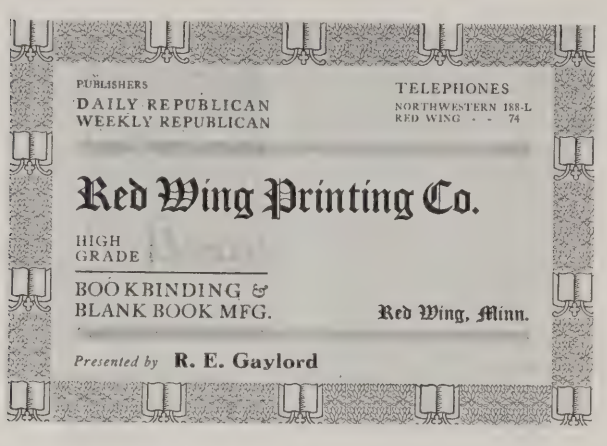
One of Gustafson's pleasing title-pages

Library, United States Postoffice building, the Young Men's Christian Association building, Broadway park, etc.

It is a model office—it is kept clean, is sanitary, well ventilated, has an abundance of light from all sides, and is thoroughly equipped for producing printing of the highest quality.

In the composing room the stands, stones, lead and slug racks, rule-cases and work-banks are arranged so as to avoid as much as possible all unnecessary moves. In

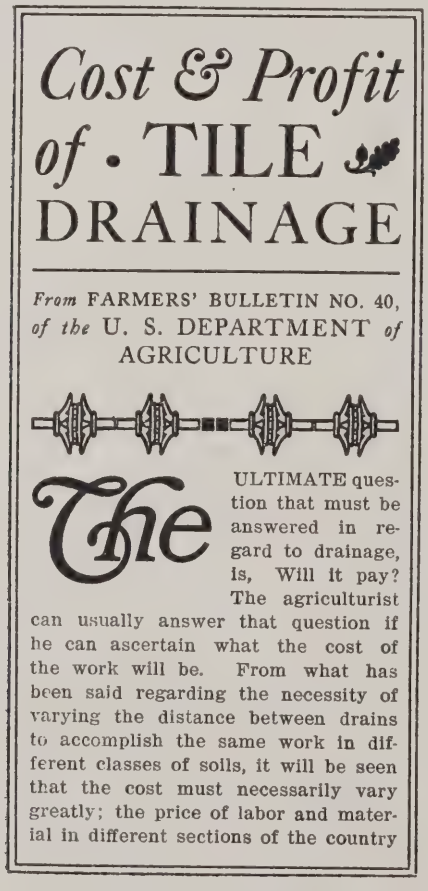
the type equipment are such standard faces as Scotch-Roman, Caslon, Italic, Litho-Roman, Winchell, Century Bold, Cloister, Olympia, Copper-plate Roman, etc., and in such quantities that hunting sorts is a very unusual occurrence. There is an abundance of furniture, leads,



An elaborate business card

slugs, rules, spaces, quads, etc., to meet the requirements of almost any emergency.

The job and news departments occupy separate sides of the composing room, and the material of one department is only rarely used by the other. In the rear of the


Cost & Profit of TILE DRAINAGE
From FARMERS' BULLETIN NO. 40, of the U. S. DEPARTMENT of AGRICULTURE
The ULTIMATE question that must be answered in regard to drainage, is, Will it pay? The agriculturist can usually answer that question if he can ascertain what the cost of the work will be. From what has been said regarding the necessity of varying the distance between drains to accomplish the same work in different classes of soils, it will be seen that the cost must necessarily vary greatly; the price of labor and material in different sections of the country

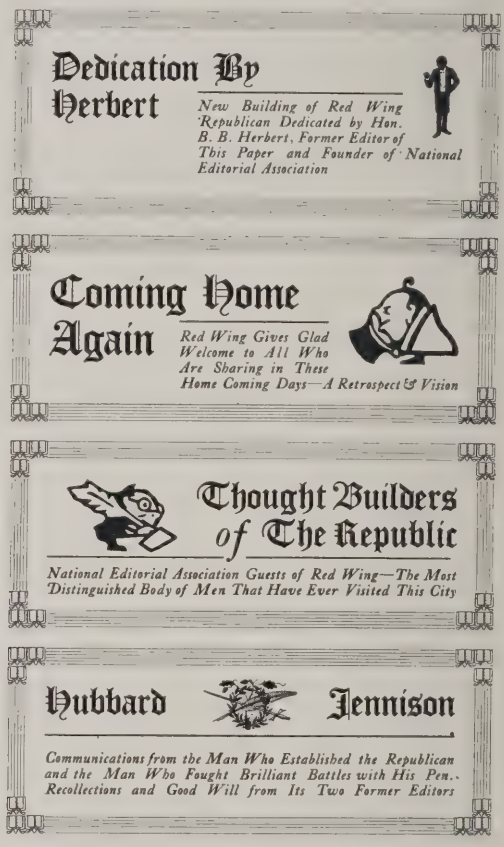
An unusual treatment

room are the newspaper make-up stones and the two linotypes, one of which is a double-deck. In about the center of the composing room is the foreman's desk, from which run speaking-tubes into the stockroom and bindery above, and to the pressroom below, which makes instant communication possible between departments on different floors.

The pressroom is equipped with two large Miehles, one Cranston pony and four jobbers.

The whole plant is operated under the Denham cost system.

"People may talk about the 'good old days,' but I want to say they were mighty scarce in the print-shops where I was corralled when the world was young," says Mr. Gustafson, "though I must confess that some of those early experiences have given me, in later years, many a pleasant moment as I look back on them, in contrast with present-day methods of conducting well-organized printing shops. From every standpoint great progress has been made.


Dedication By Herbert
New Building of Red Wing Republican Dedicated by Hon. B. B. Herbert, Former Editor of This Paper and Founder of National Editorial Association
Coming Home Again
Red Wing Gives Glad Welcome to All Who Are Sharing in These Home Coming Days—A Retrospect & Vision
Thought Builders of The Republic
National Editorial Association Guests of Red Wing—The Most Distinguished Body of Men That Have Ever Visited This City
Hubbard Jennison
Communications from the Man Who Established the Republican and the Man Who Fought Brilliant Battles with His Pen.. Recollections and Good Will from Its Two Former Editors

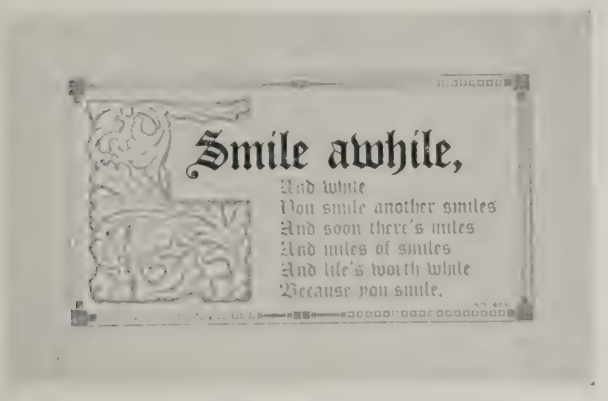
Some newspaper headings by Gustafson

When I first began to 'stick type' the knocker was abroad in the land, and his 'little hammer' had a steady job. The printing business came in for such hard raps by the workmen with whom I came in contact that I concluded I had made a sad mistake. The hard times brought on an uninterrupted stream of 'tourists,' most of whom, if they 'caught on,' would immediately go over to the Dutchman's with a tomato can after the boss had forced them to accept pay for their 'strings.' And wherever two or more 'prints' met together they would proceed at once to pass judgment on 'them typesetting machines.' The verdict was always the same—unanimously against—and they would declare with vehemence: 'They can't never set no type with no machine.' How prophetic! When I first watched a 'No. 9' in operation I couldn't but recall in contrast that momentous morning when the boss handed me a stick, rule, and admonition to 'start with an em quad.'

"And it isn't so many years ago, either. * * * *

"At the age of nineteen, I helped to establish a small job office. While there was not much in it financially, yet it afforded an opportunity to work in my own way. What material we had was new, we satisfied our customers, and even our largest competitors sat up and took notice.

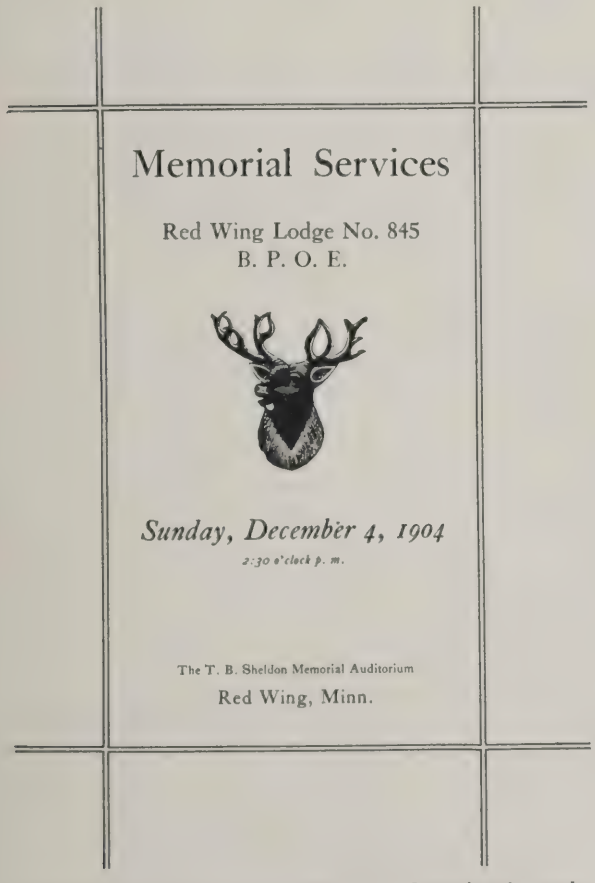
"At this time my interest in the better classes of printing was awakened by accidentally coming across a copy of the Inland Printer. I began sending in specimens for criticism, with a view to improving my work. I also kept in close touch with what other typographers were doing, which was very helpful, and I treasure the communications



An attractive motto-card design

I have had from a number of 'top-notchers.' I subscribed to practically all the trade journals, for I felt the necessity of their regular visits.

"My efforts in producing typographical designs have been very modest indeed compared with the productions of many of my fellow craftsmen, who are real artists, and


Memorial Services
Red Wing Lodge No. 845
B. P. O. E.
Sunday, December 4, 1904
2:30 o'clock p. m.
The T. B. Sheldon Memorial Auditorium
Red Wing, Minn.

Appropriate designs characterize Mr. Gustafson's work

whose work I have studied with a great deal of pleasure and profit.

"Rather than strive for the strikingly original, I have tried to work along sane lines, endeavoring to produce designs that would 'wear,' please customers, and make money for the firm. How I have succeeded is not for me to say.

"There are a great many things, to my mind, that have a direct bearing on the quality of the compositor's work.

"In the first place, he needs material to work with, though I do contend that a good workman does not necessarily need a 'typefoundry' at his command to produce artistic effects. Given a few series of good type, but plenty of it, some brass rule and usable decorative material and the compositor who understands the main essentials of correct composition can produce very creditable work. However, the composing-room equipment—in the interest of economy and efficiency—should be sufficient to take care of the business without compelling the workmen continuously to hunt sorts.

"Ever heard of 'Appropriateness'? It should be the watchword of every compositor who aims to excel, for

Red Wing
Printing Co.
High-Grade, Artistic
Printing
AUGUST
S. M. T. W. T. F. S.
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31
RED WING PRINTING COMPANY
RED WING MINN
THE IMPRINT THAT STANDS FOR QUALITY
220 BUSH STREET
BOTH PHONES
WE have printed many nice things for our customers. We can do as well or better for you
All of our work is done
"a little better than seems necessary"

Pressboard tint-blocks add much to some of Mr. Gustafson's work

with it goes careful, painstaking effort. The compositor who, before deciding upon his design or selecting the typeface border or ornament to be used, asks himself, 'Is it appropriate for this job?' chances are, will also be careful about balance and proportion, about harmony of typefaces in relation to each other and in relation to decorative material, when such is used, and his trained eye will instantly detect faults in that important essential known as 'whiting out.'

"It is a pretty safe guess that Mr. Careful Compositor will be considerate in the treatment of his material, and will see to it that type and rule, especially, are thoroughly cleaned before being put back into the cases.

"And the safest guess of all is that such a man will get a considerably fatter pay-envelope than the other fellow whose head is idle while his hands work.

"And let me say that the appreciative customer is a contributing factor to a conscientious compositor's growth,

and should be given his due. Words of appreciation and encouragement act as powerful stimulants, and when a customer reposes sufficient confidence in the printer that he turns over his copy with the incidental instruction to 'get me out a nice job,' you just naturally feel that you want to do your best for that fellow and you get down and 'dig.' I have in mind a number of such customers, but the most striking case was when a very particular job was completed the customer mailed a fair-sized personal check (in addition to the regular price of the job) as an appreciation of a good job delivered on time."

PIONEER NEWSPAPER MAKING IN KANSAS

The Topeka (Kan.) Daily State Journal, of which Frank B. MacLennan is the able editor, contained in its issue of March 13 "Recall of Old Times" in newspaper making that will be read with much personal interest by many of the more elderly readers of the National Printer-Journalist throughout the West, and will be enjoyed by all for the energy and indomitable spirit of the early editors revealed therein, and the adventures and hardships recounted:

In the early days the art of news gathering and of printing was conducted under crude methods. The first paper with which the writer was connected in Kansas, years after that newspaper was founded, was established fifty-five years ago by the late Senator P. B. Plumb.

Plumb had recently "landed" at Emporia from Ohio, where he and Whitelaw Reid were fellow compositors on the Xenia News. Plumb went West; Reid went East. Both grew up with the country and became great men.

Jacob Stotler was the first foreman of the office. A few months later he became a partner of Preston B. Plumb and within a year he bought him out.

The type, Washington hand-press and material for the paper were hauled in a wagon from Lawrence. Oxen drew the load and Stotler drove the oxen. As he was not a profane man, it may be imagined he was some time in making the trip. Nineteen years after that this writer became an employe upon the paper and three years later the partner of Stotler.

When Plumb edited the first number, which appeared on the sixth of June, 1857, it was called the Kansas News. It was considered an "up-to-date" paper, although much of the news it printed one week was gathered the week before. Plumb, on foot, horseback or by such conveyance as he could catch, scoured the country round about for twenty-five or more miles for something "to put into the paper."

In those days—as Stotler used to relate the incidents—Plumb, sturdy and vigorous afterwards, was then in delicate health and indomitable and energetic, as those who knew him later always found him. He might have a severe hemorrhage of the lungs in the morning, but in the afternoon he would say: "I believe I will go to Lawrence." This meant a trip of several days, so he would mount a pony and canter off to the northeast, making his first stop about twelve miles away on Duck creek at the home of Oliver Phillips, a pioneer. All were pioneers then. Here he would spend the night, gather up what news he could, and pursue his way the next morning.

At Lawrence Plumb would find a large wooden box in which had been deposited the letters and newspapers addressed to Emporia, waiting until someone came along as Plumb came, to take the mail to its destination. Plumb rambled up the Neosho valley on missions for news, going as far as Council Grove, sometimes afoot, sometimes ahorse. En route, he would stop at the home of the wife of the writer, whose father was a Kansas pioneer, living at a point on Rock creek, near where that classic stream emptied into Neosho river. Plumb would stay over night, going and coming, taking up what news, refreshment and rest were hospitably offered. The head of that house was Elisha Goddard, who had come overland from Indiana and Iowa, and later became the sheriff of Breckenridge, now Lyon county, when Plumb was becoming a noted lawyer and politician, with ambitions which were afterward gratified by his election to the United States senate.

"The Everyday Homely Touch in Writing"

Purity, Accuracy and Human Interest in Advertising as in the News and Editorial Columns

IN a department entitled "Advertising Talks" by William C. Freeman, in the Chicago Evening Post, are found very valuable suggestions. We consider the following that appeared in a recent issue, of such direct, instructive value, so clearly and graphically stated, that there is not a reader of the National Printer-Journalist that can be otherwise than greatly benefited thereby:

One of my associates in the advertising department of the newspaper I represent remarked the other morning:

"The reason that the writings of Charles Dickens have such a hold on the hearts of all of the people all of the time is because that great author never wrote anything that could not be 'read in the home circle'—he wrote as a human being to human beings."

His other remarks were quite wise for so young a man. His analysis went on in about this way:

"A newspaper cannot be produced every day with as good writing as that of Dickens, but 'it can be produced' every day 'to be accepted in the homes' without any member of the family circle seeing in its columns anything to which objection can be made.

"A newspaper that will print the news that comes to it, taking care to 'eliminate objectionable and offensive features,' will attain a reputation for itself that will live forever. There is no estimating the great good that such a newspaper does in the community in which it is published.

"If advertisers were to prepare their copy with the same care as to 'accuracy and human interest,' there is no reason why they should not grow in the minds of the people as high-class, dependable merchants.

"We cannot all attain the touch of a Charles Dickens, but any advertiser can make his copy 'interesting' and can do 'business on the level.'"

Don't you think this young man's conception of the "value of Dickens' writings and their application to everyday business" matters is a very apropriate one?

After all, it is the "everyday, homely touch in writing"—whether fiction, poetry or advertising copy—that appeals to us all.

Our only disappointment has been in our inability to select a heading that suggests the real drift and intrinsic worth of these thoughts. We have had occasion heretofore to refer to Dickens' works as splendid models for newspaper writing.

The newspaper maker should always have "the home circle" in view, not less as regards the advertising than the reading matter. Stiltedness, pretense, cant and claims of superiority have no place in a newspaper. To write as "a human being to a human being"—in all sympathy and understanding—is the secret of influence, of interest and of winning good will, unfailing loyalty and wholesome trustfulness and permanent worthy success. Good printing, systematic efficiency and progressive methods of business, well-planned and persistent advertising, correct and elegant writing, all help, but without the genuine human interest, the sympathetic homely touch, the whole-heartedness, these will neither win nor hold success. We have

known of men of great learning, the masters of language, graduates in law, away up in statecraft and politics, to make flat failures as newspaper makers; as have also masters of the printers' art, to whom a badly printed page would be a horror. Yet there is no knowledge, and no acquirement in the art preservative that is not of use to the newspaper editor and publisher. But there must be something more, that which makes the newspaper man a man among men, in touch with all human aspirations, sorrows and joys, wants and achievements, weaknesses and foibles, as well as with their strength, ambitions and virtues. The newspaper must be made a part of the everyday life of the people in their homes, with nothing that is objectionable and with everything that is instructive, pleasurable and inspiring. In all the industrial and other pursuits of its readers and in all business, the newspaper must be entertaining, helpful, reliable, educative and encouraging. The newspaper must know, fully understand and sympathize with all the wants of its people and be ever desirous, ready and able to meet, or to aid in meeting, those wants. Human nature and all that pertain to human beings should be an open book to the newspaper man.

PORTLAND (ORE.) AD CLUB FIGHTS FAKE ADVERTISING

Fake advertisers were given a short shift at one of the most rousing mid-day meetings the Portland (Ore.) Ad Club ever held. Vigorous assaults were made against this class of unscrupulous fraud purveyors by every speaker on the program, and ringing resolutions pledging the unanimous stand of all members of the club against the fakirs were passed after introduction by Chairman D. O. Lively of the platform committee.

President B. S. Josselyn of the street-car company was chairman of the day, and told of the manner in which his company, one of the biggest advertisers in the city, had been imposed upon.

"Build your business on the solid rock foundation of honesty," he said. "If you start to build your business up on another foundation, you are building on sand."

Judge R. G. Morrow followed with a discussion of the "Oregon Law Against the Fake Advertisers." "I believe," he remarked, "that the courts will hold that you can inforce the Oregon statute and convict the principal as well as the agent. The courts probably will hold that the advertiser must know that the fraud and mis-statements are made intentionally."

C. C. Chapman told of the fight the Ad Club has been making against fake advertising solicitors ever since the club was first formed. He related the details of how the fakers go to work in preparing the worthless programs for clubs, churches and even business organizations.

W. B. Shively, secretary of the Retail Merchants' Association, talked on specific cases of fake advertising and read advertisements of such character from copies of daily papers published some time ago in this city.

The Telegram and Oregonian were applauded vigorously once more for having put the ban on quack medical advertisements.

Knowledge, Interest, Practice, Application and Personality in Business

THE opportunities for securing knowledge have been increased a hundred fold in the last three decades. Publications for the trades have been multiplied in number and improved a hundred fold in practical value. New and useful facts have been developed and systems devised and made known as to methods, cost and efficiency, yet the real progress made appears discouraging, and it seems well to go back to Benjamin Franklin's favorite text of scripture, Proverbs twenty-second chapter, twenty-ninth verse: "Seest thou a man diligent in his business? He shall stand before kings; he shall not stand before mean men," and write a sermon on diligence and application as against indifference and inattention. "Knowledge is power," but is only powerful when fully understood, relied upon, and put in practice. Some of the most unsuccessful men whom we have known had a wonderful amount of general knowledge and theory. They could figure and illustrate and give a reason but they lacked "Interest, Practice, Application and Personality." Religionists tell us that there is a vast difference between historical knowledge, the knowing and admitting of the received facts of religion and saving knowledge. Saving knowledge is living the facts, and brings satisfaction, contentment and pleasure. It is life that radiates into other lives and gives zest to all living. This line of thought was suggested by an article that recently appeared in the Master Printers' Bulletin of Buffalo, N. Y., and that makes the following charges against the printer, that, unfortunately, have equal force when applied to the newspaper maker:

> Although the printer is anxious to advance his business and his profits, he is the one man of all trades who seems to know less about his business, who seems to care less about his business, who spends the least time to learn about his business, and who, year after year, gets less out of his business than all other lines of manufacture put together. In spite of all conventions, publications, cost systems and other means used to interest him, he fails to practice those details which spell success. Every project put forth looking toward his improvement he argues that it fits his neighbor, but fails in adaptability to his own shop. The printer as a class is the most easily satisfied as to costs of any manufacturer. He will keep up the cost work for a period of time very earnestly and praise its merits unstintingly, and then gradually grow careless and indifferent to its great value.
>
> This is only another link in the chain of evidence that it is not the system that makes success, but the personality behind the system. The system may be perfect in its relation to every department, and yet when placed in the shop of the indifferent proprietor it fails, while in the shop of the hustling, zealous proprietor it succeeds. With all our education and harmonious getting together, printers are accusing the other printer of being the cause of his unsuccessful condition, rather than looking to their own lack of a practice that would bring success to them.
>
> Therefore, we repeat that it is the personality behind the business, entering into and working through the knowledge obtained from the persistent following up of the cost-finding and other educational work that counts for success.

Personality, that means anything to any trade or cause, means deep interest that leads to happy, hopeful diligence and that never wearies. It results in a happy condition in the business, for it makes the employer a hearty, hopeful worker, co-operating with and understood by the employes. It does away with grumbling and fault finding for, with the heart in the work, all knowledge is sought from every source and applied with zeal. The employer, instead of being grouchy and indifferent, is full of hope, good cheer and inspiration. He meets all his workpeople with friendly zeal and good will. Smiles take place of frowns on both sides. Work becomes a joy in accomplishment and hope and desire for higher and better attainments.

Publications devoted to the callings are gladly taken and paid for; are read and discussed by master and men and wise application made of their suggestions and teachings. Conventions are not attended alone by the employers for the pleasures of change, travel, sociability or personal aggrandizement or advertising, but receive the attention of the workers who are actuated, as much as is the employer, by a desire to learn to put into practice, to build up and attain to all worthiness and success. All neutrals, all those who want only a negative existence, are weeded out. There remains, in the well-ordered forces of the diligent men, no place for the listless, the uninterested, the inert and the slothful. If there is an awakening to diligence, there will be a way found by all, not by neglecting any of the modern means for improvement, but by using them and pressing on to higher knowledge and attainments. Knowledge is everywhere and if need be, can be dug out with little assistance from the outside, though the method may be costly; but what is most needed is zeal, belief in the work, a full appreciation of its importance and highest possibilities, i. e., knowledge, interest, diligence, practice, application and personality.

COL. M'CLURE TALKS TO STUDENTS OF JOURNALISM AT UNIVERSITY OF WISCONSIN

Tells Embryo Magazine Writers and Newspaper Men How to Succeed in Journalistic Work

Madison, Wis.—Col. S. S. McClure, editor of McClure's Magazine, addressed the 150 students in the course in journalism at the University of Wisconsin recently on "How to Succeed in Magazine Work." This was the third and last of Mr. McClure's talks, the first having been given before the University of Wisconsin Chapter of Sigma Delta Chi, the national journalistic fraternity, on "The Making of a Popular Magazine," and the second before the whole student body on "Causes of Political Corruption." Col. McClure, who spent a week in Madison at the University, was much interested in the work of the institution as a whole and in the department of journalism.

Outlook Favorable for Most Enjoyable Convention

New York Editors to Meet at Garden City, Long Island, July 10, 1912

IT is a question which is the older state press association, Wisconsin or New York, but there is no question as to the outlook for a surpassingly enjoyable and educational convention of the New York press at Garden City, Long Island, on July 10, 11 and 12 this year, and there have been many very notable and successful ones in more than a half a century of its virile life. Some of our older organizations, as the scriptures declare of the righteous, "flourish like the palm tree" and their "youth is renewed like the eagle's," "for their labor tendeth to life."

Work that tendeth to life is the need of the American press today. President Edgar L. Adams, Marathon (N. Y.) Independent, says, in the circular sent out by Secretary A. C. Bunnell, as to the time and place of meeting:

We found a large "homey" building, to which three considerable wings, to be finished April 1, are being added. The building is located in a park of thirty acres, not five minutes' walk from railroad station. We sampled its cuisine and found it all that can be desired. Mr. Lannin, the manager, we found to be a most agreeable gentleman, and he made every concession as to entertainment that we had "cheek" to ask for, and promises us the best time we have ever had.

We are to have a uniform rate, on the American plan, of three dollars per person—no specified number, and bills to be rendered for just the time only one is there. He is to furnish the usual dinner banquet, and orchestra for all occasions, and a proper and commodious meeting room. I am convinced that he will do everything in his power to make our stay there a most enjoyable one. Any who wish to remain over Sunday may do so at the same rate. The regular rates at the hotel are from five dollars upward.

Garden City is eighteen miles from New York City (forty minutes from Broadway). The country around is very attractive in summer. The aviation fields are nearby, and Mr. Oswald of The American Printer has promised to arrange for an inspection of the publishing plant of the Doubleday-Page Co., which is but a short distance from the hotel.

There has been no meeting of the association in that part of the state in a number of years, and the Long Island members will be glad to see us. Aside from the convention, a trip including New York City can nearly always be made profitable, and I can vouch that once at the hotel you will be very well pleased.

The dates selected seem to be the only logical ones for this year, on account of avoiding the political conventions in June, and "The Ever Glorious."

To this Secretary Bunnell adds the following, that is of historical interest and also instructive as to possibilities of building up and beautifying rural places through architecture, landscape gardening, arbor culture, horticulture, floriculture, etc.:

Garden City is the most celebrated and attractive "country city" in the United States, perhaps in the

world. It lies a little west of the center of Nassau county, midway between the ocean and Long Island sound; about twenty miles from the Pennsylvania railroad terminal in New York City (a wonder in itself) and eighteen miles from Flatbush avenue in Brooklyn. Thirty-two railroad tracks carry passengers daily between New York and Long Island City.

Garden City owes its origin to Alexander T. Stewart, the Great New York merchant of the last century, who forty years ago, with the prescience of a prophet, bought a tract of ten thousand acres from the town of Hempstead and established thereon a residence community. Literally millions of dollars have been expended in improvements thereon, which reflect the highest skill of landscape gardeners, engineers and architects. The place is sometimes called the Cathedral City from the magnificent Episcopal Cathedral, erected at a cost of over a million dollars by Mrs. Alexander T. Stewart as a memorial to her husband.

In addition to the manifold attractions in and about Garden City, it is hinted by the wide-awake Island editors that the Long Island railroad may give us a tour over its admirable system and through the tunnels which are among the most admirable accomplishments of the age. And then—the opportunity to wing the air!

This much relative to entertainment. The real business part of the convention will be given special attention in a program to satisfy and gratify the most earnest members of the craft. Suggestions solicited from every member. It is becoming more and more keenly realized that the business of printing and publishing has opened into a new era which promises substantial returns to our profession more in keeping with its capital of brains and cash. The new situation will be intelligently discussed at this meeting and it is confidently expected that much practical good will result therefrom. This convention will give an opportunity for a study not only into our own business, but also in aviation, architecture, landscape gardening, arboriculture, floriculture, etc., in the attractive field of beautiful home-making, object lessons of which will appear on every hand. (Many may feel it a rare opportunity to visit New York City, the metropolis of the western continent.)

The first suggestion of Garden City as meeting place, made to the secretary of the Saratoga Springs convention by Edward Nicoll Townsend of the Hempstead Republican, was warmly seconded by L. B. Green of the Patchogue Argus, and much information regarding Garden City has been kindly furnished by Morris P. Ferris, assistant to Gage E. Tarbell of the Garden City Co. Grateful acknowledgment is hereby made to these gentlemen.

Gratifying increase in membership, commenced last year, has been continued since the convention of 1911 through the enthusiastic efforts of President Adams, and with our old loyal members an unusually large attendance is expected at the Garden City convention. Any reputable editor or publisher of a periodical regularly published in this state not less frequently than once a month may become a member of this association on payment of the initiation fee of two dollars, which shall be in full also of annual dues for the first year of membership. Address the secretary.

Mr. Bunnell writes under date of March 14 that Miss Harriet Rainby, dramatic editor of Leslie's Weekly, has joined our association. She is the first woman in America to be licensed lady aviator, and she will give us an exhibition in her own airship. So, there will be thrills from air navigation by a woman, added to all else.

Very pleasant memories come from attendance of the convention of the New York press on Long Island in 1898, during the days that Colonel Roosevelt and the other heroes of the Spanish-American war were making their records for daring and patriotism at San Juan Hill, Cuba. The day following the convention was given up to an excursion to Block Island where several hours were passed, surrounded by enchanting views of island and ocean and fanned by cool, genial sea breezes. The next day passed in New York city was as hot as at San Juan Hill or any other place, the mercury standing at 105 degrees in the shade and the air being doubly oppressive through its great humidity. It was a great contrast to the pleasant convention days passed at Patchogue and on the excursions. Long Island is a good place to go in July and we are going to attend this convention if possible and hope to greet all our friends of the New York press.

UNTRAINED MEN MAKE GOVERNMENT INEFFICIENT, SAYS EDITOR OF M'CLURE'S MAGAZINE

Col. S. S. McClure Shows United States Has One of Most Inefficient Systems of City, State and National Government of Civilized World

Madison, Wis., Mar. 2.—That the municipal, state and national governments of the United States are as poor as can be found anywhere in the civilized world and that no relief can be expected until the country begins to train its city, state and federal officials for the positions which they hold, was the gist of a speech made here last evening before the students of the University of Wisconsin by Col. S. S. McClure, editor of McClure's Magazine, on "The Causes of Political Corruption."

The chief cause of the inefficiency of American officials, particularly city officials, said Mr. McClure, is the condition under which they are selected. In city elections and often in state and national elections, not the best qualified man gets the position. In cities, untrained, inexperienced men have to be broken in every two years, and they no sooner get somewhat acquainted with the duties of the position than a new man is put in office. Any private business run on such a system would go to the wall in a few months. Government is the only field of work that does not now require trained men. To become a railroad official a man must go through years of apprenticeship and learn every phase of the work he expects to supervise, but the affairs of a city are turned over to an official who has had no training for his duties and has given no proof of his ability in governing a city.

In Germany things are done much differently and the United States will have to follow the German plan before they can hope to gain any degree of efficiency in the management of cities. In a German city only the mayor is elected by the people. Under him is a board of twelve men who correspond to our aldermen, but these men are not elected. They are appointed and are men who have gone through a regular system of training for city officials. They have studied for the work the same as a lawyer or doctor studies for his profession, and are experts in municipal affairs. Very frequently these aldermen are not even citizens of the town they govern but come from another part of the country.

There is no graft connected with the German system of city government, for every alderman feels the responsibility of his position and public sentiment is so averse to any suggestion of graft that an alderman who betrayed his trust would be hounded out of the country.

Under our system of government graft flourishes and inefficiency is the rule. We need more police to keep order than any other nation of our size and standing, and need more judges to try the cases of lawbreaking. But even with all our police and judges our system of justice is the most inefficient of all modern countries. In Chicago alone last year there were 202 cases of proven murder, but of these only five were hanged and fifteen went to prison for life, while all the rest either went free or got off with comparatively light sentences.

DO YOU KNOW

That the Printing Trades Mutual Fire Insurance Company of Chicago declared a ten per cent dividend on its 1911 business?

That the Graphic Arts Mutual Fire Insurance Company of Philadelphia declared a twenty-five per cent dividend on its 1911 business?

That every fire loss and every expense has been promptly paid?

That in addition to this and previous dividends, since the inception of this movement, twenty per cent of the premium income has been spent in educational work?

That this educational work consists of compiling printers' fire statistics, inspection of plants and suggestions for improvement, examination of policies bringing to the knowledge of the member where his protection is faulty, teaching the printer how to reduce the hazard, how to get credit for it, how to buy his insurance?

That these results were accomplished out of the money saved from the same premiums previously paid out for regular stock insurance, on less than two million insurance and less than two per cent of the number of risks eligible—imagine what we could have accomplished with ten or twenty per cent of the numerical strength of the country.

That this educational work has been presented to you in the trade press—in literature mailed to you? It has not cost you one penny. Have you taken advantage of it?

It's Now Up to You

The printers of the country have organized this weapon of defense and control, made it stronger in its protection than the insurance you now have, in which the amount of educational work and dividends are only limited by the numerical strength and volume of business.

It is indorsed, recommended and used by the largest printers and members of the allied trades in the country, men who buy one or more million of insurance annually and of a necessity know the insurance business and realize the need and importance of this movement.

If you place $5.000, or $4.000, or $3,000, or $2.000, or $1,000 of your fire insurance in this movement we can quickly secure that twenty per cent membership and revolutionize our insurance conditions.

You don't have to wait for expirations, send for order blanks, fill in to commence at a date when you want it, send it in to the office, it will be filed under the proper date and a policy sent on in ample time to cover. Don't wait for an agent to call on you, because we have no agents. Remember, we write insurance on printing offices in every state in the Union and Canada, and our insurance is perfectly legal and binding on both parties and is included in your adjustment with the balance of your insurance.

Think this over and act now. It costs you nothing more than you are now paying for a problematic, arbitrary insurance from which you get no returns, no education, no help.

THE GRAPHIC ARTS FIRE INSURANCE COMPANY, 29 S. Seventh Street, Philadelphia.

THE PRINTING TRADES FIRE INSURANCE COMPANY, 1237 Monadnock Block, Chicago.

EXHIBIT NEWSPAPERS FROM ALL OVER THE WORLD

State Historical Library and University Course in Journalism Display Collection of 250 Foreign and Old American Newspapers in Museum

Two hundred foreign newspapers from all quarters of the globe and a number of the earliest American and Wisconsin newspapers, form an interesting display made by the course in journalism at the University of Wisconsin and the State Historical Society.

The foreign newspapers from the collection of the university journalism course include some from such out-of-the-way corners of the world as the Island of St. Helena, Java, Ceylon, Mauritius, Basuteland, Sierre Leone, Surinam, the Isle of Pines, the Island of Cyprus, and Burma. Great Britain is well represented, as are also Germany, France, Belgium, Holland and Italy. Chinese daily papers, East Indian papers printed in Sanskrit, the Burma Herald of Rangoon printed in the curious circular Burmese characters, and the Philippine papers printed in Tagalog and other native dialects, are among the most curious exhibits in the collection.

Fac-similes of the first American newspaper, Public Occurrences, Boston (1690), and the Boston News Letter (1740), show the beginnings of journalism in America. Original copies of The New England Courant (1722), the South Carolina Gazette (1735), the Pennsylvania Journal (1750), the Boston Post Boy (1766), the Virginia Gazette (1776), and the New York Mercury (1768), show the development of Colonial newspapers.

The first Wisconsin newspaper, The Green Bay Intelligencer, published at Navarino, Wis., now Green Bay, Dec. 11, 1833, is an interesting feature of the collection. The Belmont Gazette, published at Belmont, Iowa county, which was the capital of Wisconsin territory before the selection of Madison, is also in the collection. The first number of the Milwaukee Advertiser, July 14, 1836, and the first volume of the Milwaukee Sentinel, 1845, show the beginnings of journalism in the Wisconsin metropolis.

Portraits of early Wisconsin newspaper men, as well as those of well-known American editors, are on exhibition. The Historical Society is attempting to secure portraits of all Wisconsin editors who have taken an active part of the development of Badger journalism.

The exhibit has been arranged by Charles Brown, curator of the Historical Museum, and Prof. Willard G. Bleyer, head of the course in journalism at the University of Wisconsin.

The dirty, unsanitary workshop is one method of robbing the toilers of their health and strength. The state makes a sort of reparation for this species of robbery by means of its poor-houses, hospitals and even its corrective institutions.

Organization Notes

THE printers of Niagara Falls and Lockport, N. Y., held a banquet in Niagara Falls on Wednesday evening, March 6. Twenty were in attendance. George W. Bond, one of the organizers of the United Typothetae of America, made an address. Remarks were also made by John W. Baker, of the Gazette Publishing Company, Niagara Falls; George H. Courter and Mr. Rosen. Mr. Bond told his hearers of the good work being done by the United Typothetae of America for the printers, and urged them to take advantage of the benefits of organization by getting together in a Typothetae association. The result of the meeting was the organization of the Typothetae of Niagara Falls. Officers were elected as follows: President, George H. Courter; vice president, Albert Petschke; secretary, John W. Baker; treasurer, Robert H. Winter.

There is great activity in organization matters in Lockport, N. Y., at the present time, and a movement is on foot to bring the Lockport Master Printers' Association into the United Typothetae of America.

On Tuesday evening, March 12, the Typothetae of Wilmington, Del., gave a banquet, representatives from almost every plant in the city being present. The purpose of the meeting was to arrange for the installation of the standard cost-finding system in the Typothetae offices of Wilmington. A. E. Davis, editor of the U. T. A. Bulletin, explained the system, illustrating his remarks with charts. Questions were asked by those present, which were answered in detail, and the result was that all were given a thorough understanding of the principles of printing-office cost-accounting. Four new names were added to the membership of the Wilmington Typothetae. The cost system will be installed in nine of the plants. The work will be done under the supervision of a U. T. A. field-man.

On Monday evening, March 11, a meeting of printers was held in Lancaster, Pa., which was addressed by C. P. Cummings, secretary of the Philadelphia Typothetae. Mr. Cummings explained the principles of the standard cost system and urged his hearers to organize a Typothetae and install the standard system in their plants. His remarks were listened to intently and were highly appreciated. Five of those attending signed applications for membership in the Typothetae, which means that the new association starts off with a membership of six. A committee of five was appointed to make a canvass of the printers of Lancaster and urge every one of them to be present at a meeting to be held a few days later, at which it is expected that several more applications for membership will be received. Mr. Cummings will attend the second meeting also.

The printers of Paterson, N. J., are awakening to a realization of the fact that organization is a necessity. It is proposed to hold a meeting there within a few days, and the plan is to organize a local Typothetae.

Like all other sections of New Jersey, Passaic is getting in line for organization. A meeting to organize the printers there will be held very soon now, and it is confidently expected that practically every printer in the city will join the proposed Typothetae. New Jersey bids fair soon to become the best organized state in the Union, so far as the printing industry is concerned.

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On Monday evening, March 4, the printers of Montclair, Caldwell, Bloomfield, and the Oranges, met in Montclair and organized the Watchung Typothetae. The officers are as follows:

President—A. E. Studer, Montclair.

Vice-President—Fred Madison, Montclair.

Secretary—C. W. Bowne, Montclair.

Treasurer—L. C. Gillies, East Orange.

A United Typothetae of America field-man will be sent to this section to install the standard cost system.

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The roll of honor list the United Typothetae of America is so proud of has been increased by the addition of St. Joseph, Mo. St. Joseph has the distinction of being the largest 100 per cent town in the Typothetae.

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On Tuesday afternoon, March 5, a meeting of the printers of Springfield, Mass., and surrounding towns was held in the rooms of the Springfield Board of Trade. Some twenty-five printers were in attendance. William M. Lester, of the Loring-Axtel Company, introduced A. E. Davis, editor of the United Typothetae of America Bulletin, who told of the great work the Typothetae is doing and explained the standard cost system, illustrating his remarks with charts. The result of the meeting was the addition of several members to the Springfield Typothetae and the taking of steps for the organization of new Typothetae in Holyoke, North Adams and Pittsfield.

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Monday night, March 4, the advertising men of Springfield gave a banquet. About twenty-five guests were present. The president of the Quadri-Color Company, of New York, and Henry Lewis Johnson, editor of the Graphic Arts, were the speakers. Mr. Johnson showed samples of good and bad advertising and pointed out the fact that good printing and good advertising went hand in hand. The representative of the Quadri-Color Company showed a large number of specimens of four-color printing, and made comparisons of that work with lithography. He showed that lithographic prints containing fourteen colors and necessitating fourteen different printings were inferior to reproductions from the same subjects printed by the four-color process.

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On Wednesday afternoon, March 6, the printers of Marlboro, Hudson, Fitchburg, Ayer, Springfield, and one or two other towns, met in the last-named city and discussed the needs of the trade. Remarks were made by Albert W. Finlay, of Boston, E. E. Nelson, secretary of the Boston Typothetae Board of Trade, and A. E. Davis, editor of the United Typothetae of America Bulletin. Mr. Finlay showed the splendid results the standard cost system invariably gives, and pointed out specific instances in which printing plants which had been running along without profit, had been placed in the profit-earning class by the standard system. Mr. Nelson spoke along similar lines and mentioned the need by the estimator for the accurate data which only the cost system gives. "The man who makes the estimates," he said, "is the man who makes or loses money for the plant, and unless he has complete knowledge of the cost of production in his plant he generally will make prices which are too low to return a profit."

Mr. Davis spoke of the work of the Typothetae and made mention of the great growth of the association. He also explained the standard cost system, illustrating his remarks with charts, and pointed out the manner in which the use of the system increases the efficiency of a plant, raises selling prices, and so changes conditions that a great deal more money is made from the business. He showed that the standard system is simply to join the Typothetae and to co-operate with the national officers in organizing local associations in their cities.

Several new members were added to the Worcester association, and applications were also received from

printers in towns where as yet no Typothetae has been organized.

One result of the meeting will be the organization of a Typothetae in Fitchburg, Mass. The Worcester Typothetae and the Typothetae of Marlboro have asked the parent organization to send field-men to install the standard cost system in the offices of the members in those cities.

President Taft at the Press Club of Chicago

During his strenuous two days' stay in Chicago recently President Taft found himself amid decidedly "unnatural surroundings" for a period of forty-five minutes. To quote the President's reference to the event: "It is a pleasure that has been denied to me before, meeting press men of financial substance."

On the afternoon of Saturday, March 9, the President was tendered an informal reception at the Press Club of Chicago, and it was while in the seven-story building owned by the club that he derived considerable enjoyment in poking fun at the press boys. He said in part:

"Men who can afford a building like this are entitled to the respect we would be glad to give other press clubs. I hope it will be made a basis of unity to every member, and that it does not mean that they are going to lose their sympathies for the under dog.

"If you join the plutocrats where will the poor people find expression? Therefore, I look upon this building with some fear, and I only will be reconciled to your having such a building by the knowledge that you have a mortgage on it. As long as you remain in the debtor class I can be sure you hold an even hand between the rich and poor."

President Taft at the Press Club of Chicago—President Douglas Maloch of the Press Club Seated to the Left of President Taft

It was during the reception at the Press Club that that famous "Taft smile" was so much in evidence. In the words of a Chicago newspaper, the President "Threw off all restraint and was more like a big boy."

H. H. DELANO.

REVIEW OF JOB PRINTING

Address all communications to E. S. Hanson, 440 S. Dearborn St., Chicago, Ill.

THE house organ idea seems to be taking deep root. There is scarcely a month that at least one new publication in this field does not come to my attention, and sometimes there are several. Whether or not these house organs are worth the price from an advertising standpoint may perhaps be questionable; but so long as people insist upon publishing them it is up to the printer to get next to this business and get as much of it as he can. There is one thing to be said about this class of work, however, which may act as something of a deterrent with some printers who otherwise might put forth their efforts to get it. These house organs are for the most part edited by experienced advertising men, who understand the value of good printing, and who insist upon having it. The moral is, therefore, if you are not a good printer you had better either mend your ways or let this class of work alone. However, this is a precaution which is coming more and more to apply to all kinds of work and not especially to this one particular class. The evolution of the catalogue from the crude productions of a few years ago to the elegance of those produced today is one of the wonderments of the printing business; and as time goes on the printer who is not doing work up to the standard will find his services less and less in demand, until he will either have to go out of business or improve the quality of his output.

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The latest house organ to come to my attention is No. 1 of Vol. 1 of the Reliance Idea, which styles itself as being a "monthly publication devoted exclusively to the requirements of the business community in its relation to illustration by all mechanical processes." The publishers are The Reliance Engraving Company of Pittsburg, a fact which will lead one who has not seen the publication to suspect that this, even more than the ordinary house organ, will be up to the high-water mark as a product of the engraver and typographer. In this he will not be mistaken. I wish that all readers of the department might see it and profit by the able and painstaking manner in which it is produced. The work is in three colors, the text matter being in black with initials and decorations in orange and border of green tint. The space is largely devoted to reproductions of plates made by this company in all the various methods of engraving.

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Charles Ashcraft of the Tyler County Star, Middlebourne, W. Va., asks us to comment on his letterhead. The head is well printed and is a fair piece of composition, though if the Gothic Italic was to be used at all I should have preferred to use it in somewhat smaller size. The lines at the sides which are printed in red do not harmonize especially well with the other matter, and I would suggest setting them in an italic or Cheltenham Bold, or something on that order. With this change, and the reduction of the sizes of the Gothic, the head would be very satisfactory.

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The Griffith Stillings Press of Boston is a persistent advertiser and is advertising in a dignified yet most effective way. In fact, the best part of it is the high class of printing which this advertising work carries to the prospective customer, showing at a glance that the concern which is bidding for his business can handle it satisfactorily. A series of little bulletins is now being sent out, the one before me being entitled "Making the Complete Catalog," wherein a strong talking point is made of the fact that this concern can handle the entire catalogue or advertising book, from the writing of the copy and the making of the drawings and plates, to the binding of the book ready for delivery.

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I am glad to give favorable comment on some specimens just received from the Big Four Printing Ink Company, Battle Creek, Mich., one of them being especially attractive, showing a number of halftones of various styles printed with this company's "Engravers' Halftone Black." From these

specimens this ink seems to be able to handle any kind of halftone, from a solid black up to the most delicate vignette.

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I take considerable interest in looking over the Linotype Bulletin whenever I chance to secure a copy. This is published by the Mergenthaler Linotype Company and serves to give me an idea of the many things which can be accomplished in machine composition. In this issue before me, for instance, are a number of newspaper headings, from big "scareheads" down to small single heads, all set by machine. When one considers the fact, as stated on the same page, that these heads are all set by one man on one machine, without change of molds, the wonderment is still greater.

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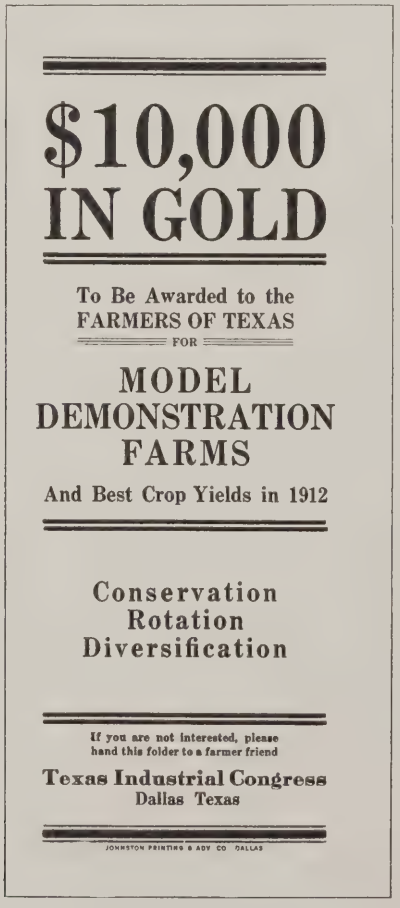
I have, from the Johnston Printing and Advertising Company of Dallas, Texas, an eight-page



folder which serves to emphasize the effectiveness of printing green ink on India tint stock. This is a combination which is seldom used, but which might be handled to good advantage by a number of printers.

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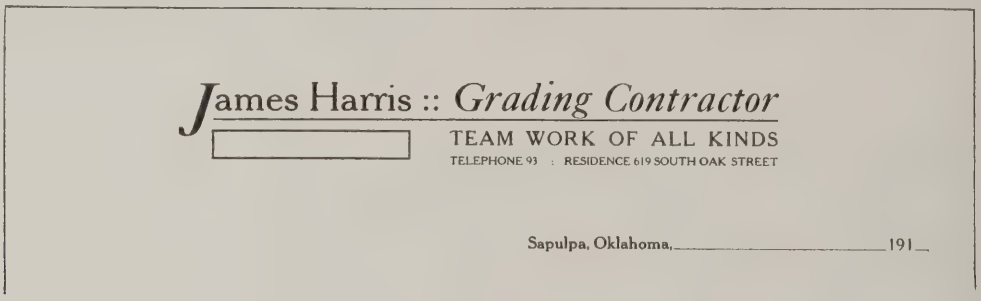
From C. W. Harmony, Sapulpa, Okla., I have received a number of letterheads, all of which I consider of superior quality except that on one or two of them the presswork seems to be a little


James Harris :: *Grading Contractor*
TEAM WORK OF ALL KINDS
TELEPHONE 93 : RESIDENCE 619 SOUTH OAK STREET
Sapulpa, Oklahoma,_____191_

deficient. The head for James Harris is a style which is well worth developing. Very often a printer gets hold of copy for a letterhead which, according to the old standards of typography, seems to divide itself naturally into a number of short lines, and the compositor is at a loss to know how to spread it out across the head to make a satisfactory showing. This, and a number of similar heads which have come to this department from time to time, is a very good solution of the problem.

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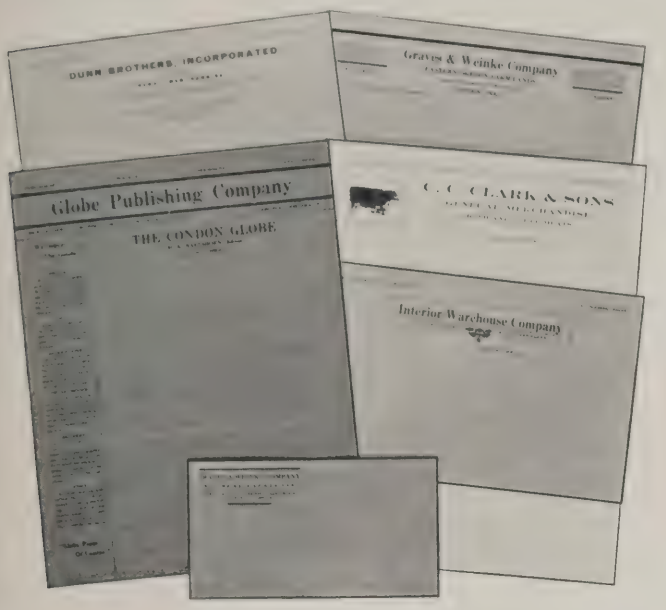
Howard C. Hull sends a few specimens from Asheville, N. C., but warns us that we shall not hear from him again for some time, as he was to leave on March 4 for Spartanburg, S. C., to take a position as foreman with the Spartansburg Printing Company. The specimens he sends show, however, that he has not been slighting his work while contemplating this change. The little booklet for the St. John hotel is particularly attractive. The orange ink did not work quite so well as it might, and at any rate, I would suggest that a shade with a trifle more red in it might have looked better. But the job is one to be proud of, nevertheless.

✣ ✣ ✣

H. A. Hartshorn, editor of The Condon Globe, Condon, Ore., sends two lots of samples, letterheads largely predominating. One of the most striking of these is the head of The Globe Publishing Company itself. This is printed in black on a brown bond stock, and while there is nothing seemingly unusual about it, it is a head which would attract attention among a large assortment almost anywhere. The fact that a very plain face is used, although a face which is slightly out of the ordinary, lends to the attractiveness of the head, while the two block rules give the effect of a band across the top of the sheet without the necessity of separate color, as is generally the case. The matter down the side is very likely good stuff to place before one's customers, although there are some printers

who would not care to place these facts so prominently before a customer until the time came for closing up a contract with him. About the only criticism that can be made on the typography of the job is that this column of matter should be



centered between the rule and the edge of the sheet. Another very satisfactory job is the folder for the Investment Society of Oregon. This is mainly linotype composition, to be sure, but it is made up very satisfactorily; the title page is well handled and the press work is good.

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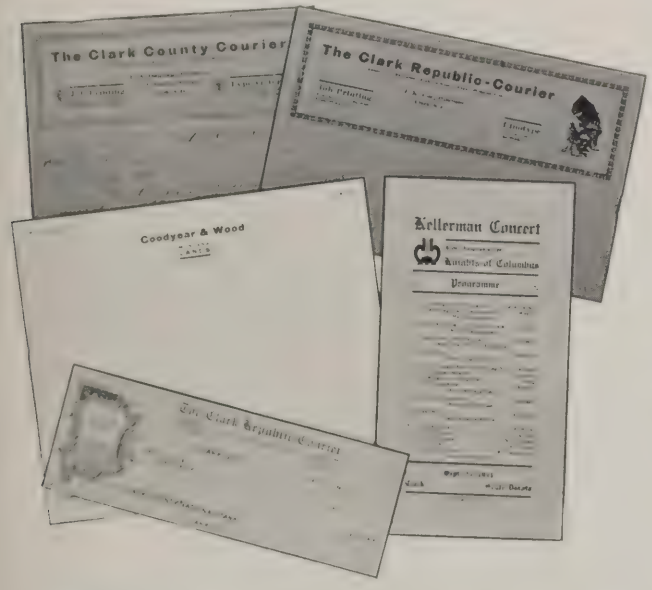
Roy A. Bast, Clark, S. D., asks for comment on his letterhead. He also sends a number of other samples, all of which are most satisfactory. The letterhead on which he especially invites criticism is printed on a green stock in red and green ink.



I shall try to reproduce it as I think it is worth showing to our readers. The large paragraph marks are in red, as is also the little box which breaks into the lower part of the border. Otherwise the printing is in dark green except that a linotype machine is shown in red in the lower left hand corner of the sheet.

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I am anxious to show these two jobs which come from Warren S. Dressler, Camden, N. J., one of them being a copy submitted to him and the other

the job as reset. The reset specimen would be a credit to any shop; while of the original copy, the less said the better.

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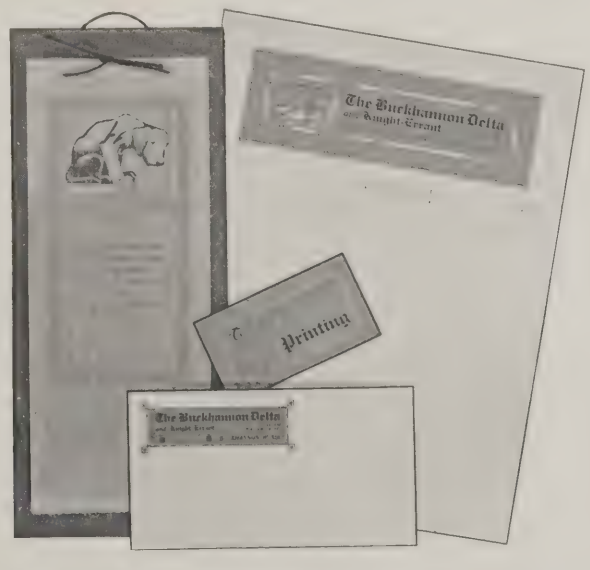
This letter from P. H. Lorentz will explain itself. I might add that the wall hanger came in a separate envelope after the stationery was received.

Dear Sir: I inclose a few samples of stationery which I recently printed for the office. Please pass judgment on same. Your department in the National Printer-Journal-



ist always contains suggestions of interest, and I, for one, express my thanks for the benefit derived therefrom.

In the letterhead and envelope specimens inclosed, the tint blocks were made by mounting pressboard on old electro bases—then cutting out for border and cut with penknife.

With best wishes, I am, Yours truly,
Buckhannon, W. Va. P. H. LORENTZ.

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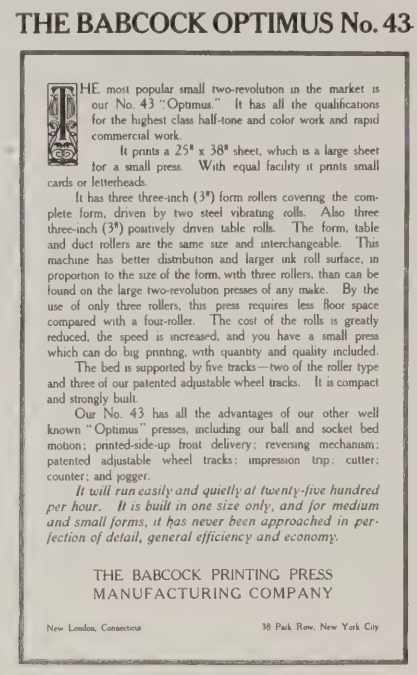
I am showing here one side of a folder sent out by the Babcock Printing Press Manufacturing Com-

pany. This was sent out in three folds, each of the folds showing one of the types of presses manufactured by this concern. After being received it was


THE BABCOCK OPTIMUS No. 43

THE most popular small two-revolution in the market is our No. 43 "Optimus." It has all the qualifications for the highest class half-tone and color work and rapid commercial work.

It prints a 25" x 38" sheet, which is a large sheet for a small press. With equal facility it prints small cards or letterheads.

It has three three-inch (3") form rollers covering the complete form, driven by two steel vibrating rolls. Also three three-inch (3") positively driven table rolls. The form, table and duct rollers are the same size and interchangeable. This machine has better distribution and larger ink roll surface, in proportion to the size of the form, with three rollers, than can be found on the large two-revolution presses of any make. By the use of only three rollers, this press requires less floor space compared with a four-roller. The cost of the rolls is greatly reduced, the speed is increased, and you have a small press which can do big printing, with quantity and quality included.

The bed is supported by five tracks—two of the roller type and three of our patented adjustable wheel tracks. It is compact and strongly built.

Our No. 43 has all the advantages of our other well known "Optimus" presses, including our ball and socket bed motion; printed-side-up front delivery; reversing mechanism; patented adjustable wheel tracks; impression trip; cutter; counter; and jogger.

It will run easily and quietly at twenty-five hundred per hour. It is built in one size only, and for medium and small forms, it has never been approached in perfection of detail, general efficiency and economy.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

New London, Connecticut 38 Park Row, New York City

evidently intended for a wall hanger to show the side which we are reproducing here. The printing is in orange and black.

Taking Employees Into Consideration

Detroit Saturday Night's Fifth Anniversary

Detroit, March 7, 1912.

National Printer-Journalist, Chicago, Ill.

Gentlemen: We are sending you under separate cover photograph of our business office, and a menu card used at our annual dinner.

We believe in the policy of taking our employes into consideration at all times and treating them as if they were a part of the institution. We firmly believe that they feel better and more encouraged, and very likely to take more interest in their work.

With best wishes, I remain,

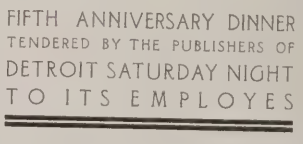
Yours very truly,

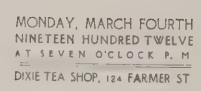
J. H. SOMERVILLE.
Business Manager.

On March 2 Detroit Saturday Night, Michigan's Illustrated Weekly, celebrated its fifth anniversary. At its spacious offices in Detroit Saturday Night building, the publishers and staff received scores of friends, both in business and private life, who called to extend congratulations and best wishes. Notwithstanding that the reception was held from 10 a. m. to 4 p. m. on Saturday, the busiest day in the week, many of the city's leading merchants and their managers took sufficient time away from their desks to personally call at Saturday Night office and tell the publishers how greatly they appreciate the work they are doing in the way of giving the people of Detroit and Michigan the highest type of advanced journalism. The offices of the paper were beautified by a lavish display of flowers and greens, the gifts of friends. A most pleasing incident of the day was the call in a body of the Adcraft Club of Detroit, comprising the leading advertising men of the city. Mayor William B. Thompson was also a caller, expressing his appreciation of the paper on behalf of the city he represents. On Monday night, March 4, the publishers entertained their

Office of Detroit Saturday Night

entire staff, comprising the business, circulation, editorial and mechanical departments, with a dinner and dance. A striking illustration of the progress Detroit Saturday Night has made lies in a comparison of the payroll for anniversary week with the first payroll five years ago. Then


FIFTH ANNIVERSARY DINNER
TENDERED BY THE PUBLISHERS OF
DETROIT SATURDAY NIGHT
TO ITS EMPLOYES


MONDAY, MARCH FOURTH
NINETEEN HUNDRED TWELVE
AT SEVEN O'CLOCK P. M.
DIXIE TEA SHOP, 124 FARMER ST

it was less than $200. Anniversary week, it was nearly $1,000. The first issue of Detroit Saturday Night was a twelve-page publication. From twenty to forty-eight pages is now the size of the paper, varying, of course, with the advertising seasons.

Messenger: "Who's the swell ye was talkin' to, Jimmie?"

Newsboy: "Aw! Him an' me's worked together fer years. He's the editor o' one o' my papers!"—London Opinion.

"I should like," said a book-agent to a busy editor, "to call your attention to a little work that I have here."

"Yes?" replied the editor. "Well, let me call your attention to a whole lot of work that I have here."—Exchange.

An Editor for Congressman at Large

ALVAH EASTMAN, of the Journal Press, St. Cloud, Minn., is one of the popular editors of Minnesota. He served with honor as president of the Minnesota Editorial Association and became so popular that the members of the fraternity have urged his candidacy as congressman at large. He did not seek the honor of his own motive and has only consented to run for the nomination after being heartily endorsed by nearly all the newspapers of Minnesota. Up to the present time, he is in the happy condition of having no candidate against him.

Past President Will H. Mayes of the National Press Association recently, in an address before the Press Club and students of the University of Texas, stated, truthfully: "Journalistic training has come to be recognized as the best equipment for much other service in life * * * Since the time

Alvah Eastman, St. Cloud, Minn.

of Benjamin Franklin, the leading journalists of every nation have been in demand where the best ambassadorial and the man skilled in diplomatic services have been required. More and more, journalists are being called to positions of trust and honor in governmental affairs, in legislative halls, in deliberative bodies. * * * No other profession gives a man so wide a range of vision. * * * Members of other professions become specialists, and specialization in study narrows the mental vision. Journalism broadens the conception. These are wise views and cardinal truths to which Minnesota's intelligent citizens should give heed, for they are applicable to Mr. Alvah Eastman. He has the broader view from years of faithful service; besides, he is an honorable man in every true sense of that word, and he is thoughtful of others, obliging, kindly and loyal. He had the right kind of early life and training.

Mr. Eastman was born in 1858 on a farm in Lowell, Me., a state that has given this country some of her ablest statesmen and diplomats. He was educated in a country school, printing office and academy of Fryeburg and North Bridgton, Me., and served three years' apprenticeship in the office of the Oxford Democrat, at Paris, in that state. He moved to Anoka, Minn., in 1880, and three years later purchased the Anoka Herald, which he ran until 1892, when he moved to St. Cloud and purchased the Journal Press and established the daily, which he still conducts. He served both as secretary and president of the Minnesota Editorial Association. He was a member of the Minnesota legislature in 1889; for three years special revenue agent, and had charge of the districts of Kentucky and Tennessee, Philadelphia and Chicago for a year each, and was receiver of the land office of St. Cloud for eight years under Presidents McKinley and Roosevelt. He has taken a great interest in the development of agriculture and stands for the fullest protection to the farmers, and is a practical and earnest advocate of good roads. When the split log drag was a novelty, he offered one to every town in the counties of Benton, Sherburne and Stearns to help make good roads. We know that he has been tested under trying circumstances and has proved himself every inch a man.

IN THE TWENTIETH CENTURY WRECK

Mr. W. H. French, president, and Mr. Charles R. Murray, treasurer, of Barnhart Brothers & Spindler, were passengers on the Twentieth Century train that was wrecked near Poughkeepsie, N. Y., Wednesday morning, March 13. They were in compartment B of the observation car when the broken rail threw the train off the track and sent five of the cars bumping at the rate of sixty miles an hour into the Hudson river. Both gentlemen escaped without the least damage, though most of the passengers were more or less seriously injured. Both gentlemen speak enthusiastically of the courage and efficiency of the conductor and train crew.

Mr. French in relating the experience said that when the car commenced to bump over the ties he thought of the admonition in case of such accidents, "Keep your feet and your head." The idea is to keep calm and separate yourself as much as possible from the compelling momentum of the car. He and his companion sprang to their feet, stood tiptoe and pressed their fingers against the seats or nearest support, and managed to keep an upright position. When the car went over they did not receive a single bruise and were about the only ones to escape some injury. When the car had landed on the ice and stopped, Mr. Murray climbed up to the door and got it open and while standing on the outside of the car Mr. French passed their suit cases and overcoats to him and then climbed out. Passing to the end of the car nearest shore they climbed off. The conductor, who was in the observation compartment of the same car, was badly hurt, but as soon as he was gotten out from under the wreckage, he started on a run up the track, though spitting blood, and exclaimed that he must flag the second section of the train, that would be there in a few minutes. The train was flagged and a second wreck avoided.

The Trained Journalist

IN an address delivered before the Press Club and students of the University of Texas, in the auditorium of the University Y. M. C. A. building, on Tuesday evening, March 26, Will H. Mayes, of Brownwood, past president of the National Press Association, said, among other things:

Meaning of Journalism

The term journalism is comprehensive, and although closely identified with, and related to, printing and publishing, should not be confused therewith. Journalism in its broad sense is the conducting, directing, managing, writing for, a journal, newspaper, magazine or other publication, and is in its highest signification a profession.

It is, or should be, one of the learned professions, holding equal, if not superior rank with those of the law, theology, medicine or teaching. It is a profession in which distinct aptitude, equipment, experience, training and discretion are increasingly necessary—the most exacting of all, the one that requires the broadest foundation of character, the widest and deepest knowledge.

Progress of Journalism

Journalism as a profession is a growth of comparatively recent years, in keeping with the progress of the times. Fifty years ago to have classed journalism as a profession would have been to invite ridicule, and even twenty years ago the only school of journalism recognized as authorized to confer degrees was the school of "hard knocks." Many of the brightest journalists, men who have won their way to success and fame, have been graduates of this school, but they have succeeded despite their disadvantages, rather than because of them. Some of these, themselves eminently successful in their times, believed that a college education unfitted a man for journalism, while there are still some living who think that such education is unnecessary to the highest degree of success, though admitting that it is at least helpful.

A few decades ago even the most cultured families seldom received or read more than one or two newspapers or periodicals. Now the family that can not afford from a half dozen to a dozen papers and journals of one kind and another is considered poor indeed. The head of the family must have his daily papers, his financial journals, his trade publications and a few weekly and monthly journals that suit his literary tastes; mother must have her religious papers, her journals published especially for women, her fashion journals, her magazines devoted to housekeeping, to cookery, to embroidery, to floriculture; the children must have their publications varying in kind with their ages and inclinations.

The reading rooms of many public libraries, clubs and associations are thronged with people perusing the periodical literature of the day. The schools find it necessary to have classes in "current events" as a part of their courses, using of course the current publications as the basis for their instruction. Journalism has become largely the literature of the people, and its hold upon the public life is not a passing whim, but a fixture, the influence of which is dependent solely upon the ability of the profession to grasp the opportunities which it affords.

With this increasing sphere for journalism there comes a proportionately enlarging demand for journalists. There are so many departments and branches of the profession that opportunities are afforded for many different aptitudes and inclinations. There are now in the country approximately 16,000 country papers, nearly one thousand of the number being in Texas, these papers requiring men especially adapted to, and trained in, the profession of journalism, and usually men who also understand the business of printing and publishing.

The daily papers are constantly calling for qualified managing editors, city, news, telegraph, literary, religious, financial, market, society, dramatic and sporting editors, reporters, special writers, paragraphers, humorists, poets, proofreaders, copy holders, etc., a large daily paper being a veritable hive of literary activities. Outside, the papers are calling for innumerable special correspondents, space writers—an army of co-laborers, each with special adaptability and training.

Then the religious papers, the agricultural papers, the law and medical journals, scientific and class publications of all kinds are always needing men and women equipped to meet the requirements of a reading public that is becoming more and more exacting.

The monthly magazines and illustrated weeklies are ever searching with greatest diligence for trained writers with ideas and individuality. In all these branches of journalistic endeavor, more than a million and a half busy workers are engaged in this country, with the demand constantly increasing.

Journalistic training has come to be recognized as the best equipment for much other service in life. It has long been recognized that the journalist, even the young journalist, with brief experience, makes the best private secretary, and our leading statesmen turn to such men for their assistants, rather than to those of other professions. Since the time of Benjamin Franklin the leading journalists of every nation have been in demand where the best ambassadorial and the most skilled diplomatic services have been required. More and more, journalists are being called to positions of trust and honor in governmental affairs, in legislative halls, in deliberative bodies. In our own state, the presidents of the boards of regents of the leading state educational institutions are journalists.

The reason that journalists are being called to public service, and it is based on good reason, is that no other profession gives a man so broad a view of life, so wide a range of vision. The theologian gives his thoughts to his own ism or creed, often studying to bolster his own doctrines or tenets until his mind gets into one channel of thought. The lawyer studies law largely to the exclusion of other things, and frequently from the narrow viewpoint of his own clientage. The physician devotes his best efforts to a study of the physical man and his needs, occasionally turning aside in a chase after germs and microbes. The teacher delves into his Greek, his Latin, his mathematics, his particular subject to the exclusion of other matters. Members of other professions become specialists, and specialization in study, while it may increase effectiveness, narrows the mental vision.

Journalism broadens the conception. The journalist must of necessity know language, history, economics, sociology, political economy and ethics, and have a fair knowledge of law, theology, medicine and teaching, if he would have a good measure of success.

Why the Trained Journalist

We hear frequent mention made of the natural born editor, as though editors might come into the world ready equipped for their work. Some one has aptly said that nature never finishes anyone except the fool or idiot. A man who would succeed in journalism should have natural qualities that fit him for that profession, just as especial qualities are necessary for great success in art, architecture, law, medicine or the other professions and occupations. But natural qualities must be supplemented by thorough preparation. Without this preparation men of unusual aptitude and ability, with great power of con-

centration and sustained effort, may possibly succeed, but who can deny that the success of such men would be obtained at a saving of great time and effort with proper journalistic training?

The "shop" training idea that once prevailed, and that is still held by some few as to journalism, used to prevail as to other professions, before they had their special schools of training. Legal studies began by doing copying and other clerical work for eminent lawyers; medical training was had by sweeping out some doctor's office and filling his prescriptions, and the teacher prepared himself for college work by preliminary practice in remote country districts, gradually fortifying himself by teaching the rudiments to proffer his services in schools of established reputation. Now it is recognized that much better and more satisfactory results can be obtained in all these professions, in much less time, by systematic equipment in professional schools.

It is even more important that journalists have advantage of the best obtainable training than that the teacher should have such training for his profession. Until the young man and young woman have finished their education in the schools, they are brought directly under the influence of the text books and under the training of their teachers. It is admitted that a college, or university course is, or should be, but the beginning, the commencement of an education—merely a preparation for life. When the students pass out of the university, in most cases text books are laid aside and newspapers and journals become their literature, with the journalists as their teachers. Go into any home and you will find it true that current literature, in the shape of papers and periodicals, has largely replaced the recognized standard literature. Isn't it reasonable to assert that the men who take in charge the education of the people where the colleges and universities leave off, and who continue their instruction through the remaining two-thirds of the lives of the university graduates—that the post-graduate teachers, who are the journalists of the country, should at least have equal facilities for special training with the other learned professions? Should not journalism, occupying this most important place in the education of the people, be recognized as the most learned of all the professions?

Schools of Journalism

Yet with all the responsibilities surrounding the journalist as a factor for good, or for evil, in our country, twenty years ago there were men in the profession—plenty of them—who had the temerity to argue that time spent in the study of journalism was time wasted. There was not then a school of journalism in this country, and the few men who saw and argued the need of such schools were met with laughter and derision. Opponents of this new idea contended that inasmuch as men had succeeded in journalism without these facilities, men would continue to succeed (the same old fallacy that has met every educational movement from the beginning of time), and that it was essential to success that boys should begin in the drudgery of shop work, and literally fight their way to success, and that those who fell by the wayside in the mechanical department had no abilities worth considering in the editorial rooms. Whether a young man was even given a trial at reportorial or editorial service depended almost solely upon whether he had the patience to set type, the ability to run a press, or the inclination to associate intimately with printer's ink.

Pulitzer's Gift

Himself, like others then in the profession, denied the advantages of other journalistic training than he received by hard labor directed by himself, Joseph Pulitzer, of the New York World, was the first, in 1904, scarcely eight years ago, to give substantial impetus to higher journalistic education by the donation of one million dollars, this princely gift being made to get the public imbued with the thought that such training would be beneficial, not only to the individuals who received the direct, personal advantage of it, but would be of inestimable benefit to the whole country, the destiny of which is so largely interwoven with, and directed by, this profession. So convinced was this great journalist of the public philanthropy of the donation, and so strongly were his views corroborated by observation of its benefits that on his death a few months ago he bequeathed an additional million dollars to promote good journalism, as a legacy to his adopted country which he loved so much.

Aptitude

It has frequently been said that every one imagines himself qualified by nature to be an editor. No one gets so much advice as to what he should do, or should not do, as the journalist, and it is usually proffered in utmost good faith. The journalistic bee, the desire to contribute to the literature of the day, takes hold of almost every one at some time in life. Under the old "shop" idea, it became necessary to give many an opportunity to try their hands at journalism in order to garner a little grain from the chaff. The plan, which practically amounted to a long-time apprenticeship, brought serious disappointment and dire disaster to many an applicant for journalistic honors, after years and years of the most menial service about the printing offices, frequently resulting in men falling into some of the ruts on the road to success from which they could never escape.

One of the great advantages of the modern school of journalism is that it is able to eliminate many of the would-be journalists with no aptitude or natural qualities for the profession. The trained heads of the schools of journalism do not require much time to ascertain whether the budding journalist gives promise of the fruition of full bloom, or of decay in the bud.

A young woman applying to a dean of a school of journalism said: "Professor, I want you to assist me in selecting a course in life, and I have thought something of journalism."

"Will you tell me your feelings, your inclinations?" the dean asked.

"Oh, yes; my soul yearns and throbs and pulsates with an ambition to give to the world a life work that shall be marvelous in its scope, weirdly entrancing in the vastness of its structural beauty. I feel that I was born to be a journalist."

"Young woman," the experienced dean replied, "you were not born to be a journalist; you were born to be a milliner."

Seriously, though, natural aptitude being a first essential to success, one of the important tasks of the school of journalism is the elimination of those naturally unfitted for the profession.

What They Should Teach

It has been contended, and journalistic schools have not won their way to success without contendings, that as good training as any for journalism is any university course leading up to a degree, followed by actual experience in a newspaper office. It is not admitted that this is true, but even should it be, if time is to be considered as worth anything, it is too slow a process of education. When a young man has decided upon his life work, his studies should be elected with a view to his career, just as they are in schools of engineering and in some other professions. The education of the journalist should

be under expert journalistic training. There is so much of everything taught in the schools that no man can hope to know it all, or even a great part of it, yet the scope of journalistic endeavor is so large that there are many things the future successful journalist must know. It is not my purpose to indicate all that should be taught in a school of journalism, but an imperfect journalistic education gathered solely through years of hard toil, in the school of experience prompts me to suggest a few of the essential things.

First of all, the journalist should have a knowledge of English and of English style in writing. English style, as used in journalism is so varied, so extensive, that some one has said that to learn what is English style is in itself an education.

The journalist should know languages; in ancient languages both Latin and Greek, if possible, but if only one, then Latin, the language of English derivatives.

In modern languages he should know French, the language especially of style, order, lucidity and precision—the court language of the world; and he should know German, the language of expression, of translation, into which everything of importance in every other language, ancient and modern, has been translated, and translated wonderfully well. Every additional language he can master without too much of a tax upon his time is a valuable asset.

Next in importance, perhaps, is history, especially the history of this country and of England, and those parts of these that treat especially of the growth and development of constitutions and laws, reforms and changes in government, political, social and moral movements, and the relation of journalism to all the changing conditions of the times.

The journalist should know something of law, but not all of the law, for even the most astute lawyers do not know that, but something of the basic principles. Not merely the reading, but the study of Blackstone and Kent will be found helpful to any journalist. As in other things, the school of journalism can specialize in its restricted law course in order to emphasize the essential things a journalist should know. A few of the suggested things are the difference between common and statutory law, the laws applying to common carriers, pertaining to franchises, to public utilities, incorporations, postal regulations and the statutory laws of his own state. And especially in Texas does it behoove him to know, and know exceedingly well, the law of civil and criminal libel, if he would avoid the courts and bankruptcy.

He should know something of political economy, of sociology, of physiology, of ethics, of psychology, and above and beyond all should he have an intimate knowledge of that Book of all Books, rich in history, in literature, in poetry, in all that builds up the best qualities in man—the Bible.

There is a growing demand upon journalists for addresses upon many subjects on many public occasions. I notice that in New York some twenty journalists are booked for addresses in the public schools alone during the month of April. To exercise the greatest influence in every possible way the journalist should have that ease of speech and of manner that can only be had by a study of oratory and expression.

Neither should sight be lost of the business side of journalism, which should be taught in these schools—the art of printing and the business of publishing, which can be exemplified with greatest success by systematic training in the regular curriculum of the schools.

I recognize full well that I am placing for the future journalism of the country a high standard, scarcely attainable by those of us already in the profession, which few can hope to reach, but towards which every aspiring young journalist should earnestly strive. To enable them to reach this goal, it is necessary that the embryonic moulders of public sentiment, the young men and young women upon whom will so largely rest the future weal or woe of our nation, should have the best opportunities that this country can furnish; that their studies should be shaped and directed by men who are themselves trained in this greatest of all learned professions; that they should have the advantages of a professional literature that is now rapidly growing out of the established schools of journalism.

Texas is a state that is just entering upon an era of development in all the things that are best. It is but just beginning to realize that the welfare of a country depends upon the intelligence of its citizenship. It has laid the foundation for one of the greatest universities of the nation. It has established its schools of law, of medicine, of engineering, of pedagogy, of agriculture, of domestic arts and sciences, but has overlooked provision for the professional training of those to whom is entrusted the post graduate instruction of its entire citizenship—the journalists of the state.

We need, and should have, here at this great seat of learning, not a chair of journalism, such as is found in some of the universities of the country, but a school of journalism of rank and standing equaling, if not superior to, the very best in the land.

The broader education of the journalists of the country means a broader education for the masses, and upon the intelligence of the people must of necessity depend their prosperity and their happiness. No country can be greater than its public mind; the public mind can not be better than the food upon which it feeds.

SOUTHERN STATES COST CONGRESS

The Printers' Cost Congress of the Southeastern States will hold its next meeting in Nashville, Tenn., May 14, 15 and 16.

The Georgia Cost Congress will be held March 25-26 at Macon, Ga.

The South Carolina Cost Congress will be held in Columbia, March 15.

Wednesday evening, February 28, the Passaic Typothetae, of Passaic, N. J., was organized with ten members. The officers are, James T. Baker, president; Fred C. Clough, vice-president; George H. Freman, secretary; William Rigg, treasurer. A. E. Davis, from the secretary's office, Philadelphia, visited Passaic and told the printers what organization and the use of the standard cost system would do for them, and assisted in the organization.

George W. Bond, one of the United Typothetae of American organizers, organized the Allegheny Typothetae at Wellsville, N. Y., and the Troy Typothetae, in Troy, N. Y., late in February.

Franklin W. Heath, secretary of the United Typothetae of America, visited Jacksonville, Fla., a few days ago, and one result of the visit was that Master Printers' Association of that city voted to join the United Typothetae of America in a body. The Typothetae has sent one of its field-men to Jacksonville for the purpose of supervising the installation of the standard cost system.

The printers of Los Angeles have organized the Los Angeles branch of the United Typothetae of America.

Indiana Cost Congress and Federation

The Cost Congress and Federation of Ben Franklin Clubs for the State of Indiana was held on March 14 and 15 at the Claypool Hotel, Indianapolis, Ind., and was attended with considerable success. The attendance was greater than was expected, the registration numbering two hundred and five.

The outcome of the meeting was the formation of a strong state organization affiliated with the Ben Franklin Club of America in its entire membership. A resolution indorsing the work of the national body was enthusiastically carried.

The program arranged was very interesting and the proceedings were marked with enthusiasm throughout, arguing well for the success of the work to be carried out in the future.

The morning of the fourteenth was given up to registration and social intercourse. The program was opened in the afternoon with prayer by Rev. G. H. Clarke, after which Robert E. Darnaby gave the address of welcome and Schuyler Miller of Peru, Ind., responded in well chosen words.

President L. B. Lacey of the local Ben Franklin Club, who presided, gave an address, "The Thread of Franklinism," and Earl R. Britt of St. Louis followed with "Ten Reasons Why I Need a Cost System." "Cost and Selling" was a subject dealt with by C. L. Downey of Cincinnati, while John J. Miller, president of the Chicago Ben Franklin Club, spoke interestingly on "What Linotype Composition Costs."

The evening session was interesting; an address on "Organization, Co-operation and the Ben Franklin Club of America" being given by Henry Allen, the national secretary. Considerable enthusiasm was aroused by the address and at the conclusion it was resolved to form a Ben Franklin Club for the state of Indiana.

On the morning of the fifteenth, E. M. Turner, Mutual Life Insurance inspector, interested the congress with "A Hot Talk on a Warm Subject," and he was followed by J. S. McMillan of Munroe, who in his characteristic, epigrammatic manner delivered an address on "Honesty," which was punctuated with frequent and hearty applause. "The Simplicity of a Cost System" was interestingly dealt with by R. T. Deacon, president of the St. Louis Ben Franklin Club and national treasurer.

"Cost in a Country Printing Office" was dealt with by R. T. Porte, secretary of the Ben Franklin Club of Cleveland, who proved conclusively to his hearers that the prices now being obtained were not paying ones. Considerable discussion followed the address which brought the session to a close.

In the evening a banquet was held at which one hundred and fifty were present. L. B. Lacey presided and addresses were delivered by W. J. Hartman, president of the Ben Franklin Club of America; H. C. Wedekemper, president of the Louisville Ben Franklin Club; Secretary Henry Allen, R. T. Porte, L. B. Lacey and others.

Pittsburgh, Pa.—The campaign being waged by the Pittsburgh Industrial Development Commission to get Pittsburgh consumers of paper and printing to buy their requirements in Pittsburgh is bearing fruit. Increased activity is noted in both the printing trade and the paper business. Davis and Ward of Pittsburgh comment on the unprecedented amount of catalogue work that the firm has done in the past few months, and the Alling and Cory Company report that their February sales of paper in all lines have broken all former records for that concern, also that their shipments thus far for March are larger than that of any other similar period.

Notes of the School of Journalism of the University of Missouri

Columbia, Mo., March 18.—The Burlington Dairy and Good Roads Special, which for four days recently toured the Burlington lines in Missouri, carried six students from the School of Journalism of the University of Missouri. These men acted as correspondents for both the metropolitan and country newspapers of the state. Special quarters were provided for the reporters. As soon as the train arrived at a town where lectures were to be given one of them went out to find the editor of the local newspaper. In the meantime, one of the other five had been assigned to the lecture car, another to the exhibit car, another to the school house, if a talk was made to the school children; another to the depot platform, if an overflow meeting was held there, and another wrote the "lead." The local editor was brought to the headquarters of the reporters and asked the kind of a story he desired. About twenty minutes before it was time for the train to leave the reporters came in from their various assignments and wrote a purely local story for the newspaper man. Between stops the reporters worked on mail stories for the city papers. Just before noon wire stories were sent to the afternoon papers and about midnight similar stories were filed for the morning papers. The students who made the trip are: F. M. Marrison, Gallatin, Mo.; E. M. Todd, Columbia, Mo.; Segil Mayer, King City, Mo.; Walter Stemmons, Joplin, Mo.; B. O. Brown, Fort Worth, Texas, and E. R. A. Felgate, Shanghai, China. Prof. F. L. Martin of the School of Journalism was in charge of the party.

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The new School of Journalism which is to be established at Columbia University, New York, probably will be modeled to a considerable extent on the School of Journalism at the University of Missouri. Dr. John W. Cunliffe, assistant director of the new school, spent a day at the Missouri school recently to observe how the work is handled. Doctor Cunliffe was formerly chairman of the department of English at the University of Wisconsin.

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The only woman senior in the School of Journalism at the University of Missouri, Miss Florence LaTurno of St. Louis, has been chosen to head the class. Frederick M. Harrison, of Gallatin, Mo., is the new secretary-treasurer.

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"Journalism for Teachers" is the title of a new bulletin issued by the Missouri School of Journalism. In it is treated: Why teachers should know journalism, what constitutes news, the presentation of news and the writing of news and technical articles. Frank L. Martin, assistant professor of the theory and practice of journalism, is the author.

Following the visit of about twenty-five prominent business men from Baltimore, a delegation of leading business men from Lynchburg, representing the Board of Trade, Chamber of Commerce and Retail Merchants' Association, protested January 27 to the senate postoffice committee against parcels post enactment. They asserted that the proposed plan of government shipment of merchandise at rates regardless of distance and at less than cost of carriage would be a subsidy discriminating against home industries in Virginia markets in favor of distant concerns. They said that for transporting farm products the scheme was not practicable, that it would impair ability to extend mercantile credits and nullify local option.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

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CHICAGO, APRIL, 1912

Progressive newspaper makers and printers should plan to attend the great convention of the National Press Association in Chicago, June 24, 25 and 26. The plan is to make the sessions so practical and inspiring as to benefit all in every department of the work. It is hoped to be able to present the full program in the May issue.

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The newspaper of today should not be derelict in presenting all matters of benefit to readers, honestly, fearlessly, and clearly without fear or favor. At the same time, it is a matter for gratification that men interested in governmental affairs and in the filling of official positions, have come to a recognition of the fact that the burdens should not rest alone, without compensation, upon the shoulders of the newspaper man. Advertising of principles, and of men for office, has come generally to be recognized as not only legitimate but most economical and effective. This method is square and honest. It does away with trading for patronage or appointive positions and opens the way to entire independence. The same rules, however, of honesty and decency should be enforced as to political advertising as have come to prevail with regard to commercial advertising. Political advertising should not act as a bribe or as an influence to prevent the statement of the truth or of the honest convictions of the paper, any more than should business announcements. The newspaper, today, cannot afford to be dishonest with itself or with its readers.

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Co-operation, in gathering of the news of the world by newspapers, has been signally successful and the same system is now being extended to advertising, while get-together conventions for considering and establishing cost systems, efficiency, scientific management and all other branches of work, have become such clearing-houses of knowledge as to be indispensable to worthy success.

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Another kind of co-operation has recently been entered upon by the New York Ad League. It is that of prosecution of fake advertisers. A fund has been contributed for the purpose. Publishers who are responsible for all that appears in their papers, are especially interested in this matter and will usually co-operate not only in such prosecutions, but also in securing in many of the states such needed legislation or laws as will hold fake or fraudulent advertisers responsible to publishers for misrepresentations, make fake or fraudulent advertising a crime and, in the interest of the public as well, impose fines and penalties on the criminal advertisers. New York State has such a law. It it almost impossible for the publisher always to be absolutely certain as to the truth or falsehood of claims made by advertisers, hence the necessity for a law that will protect both the publisher and the public.

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Speaking about June conventions, the cost congress and convention of the Ben Franklin Club of America convenes at Cleveland, Ohio, June 20, 21 and 22, and it is to be the "Biggest and Best—Bar None." These dates are such that those who so wish can attend the Ben Franklin Club meetings on Thursday, Friday and Saturday, enjoy all the entertainments and delights of the Queen City of the Lakes and gather a world of inspiration and information, and then participate in the delights of an excursion to the Garden City, Chicago, and participate in the sessions of the National Press Association, Monday, Tuesday and Wednesday, with all the added friendly companionship, hospitalities, pleasures and instruction leading to practical improvement and co-operation. All to be followed by the most enjoyable journey through South Dakota as the honored guests of that wonderful commonwealth, with all its unsurpassed wonders and beauty of vast fields of waving grain, delightful cities and villages, and to bask in the geniality of its climate and the refreshing sweetness of its breezes, at this most enchanting season of the year. Two weeks or a little more will cover the two conventions and the itinerary, and all who participate therein will return to homes and offices refreshed, reinvigorated and equipped to enter upon strenuous work with broader views and better understanding, with new and greater vitality. The great political campaign will begin to get under way about July 15 and it is to be a battle royal in

which newspapers will take no small part and a recess at the time of the year named, so well and joyously employed, will pay in dollars and cents as well as in health and renewed energy.

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It is one of the important things for both newspaper makers and printers never to underestimate their readers or patrons. Never let anything go with the idea that it is good enough unless it is the very best possible. Farmers and mechanics are very frequently underestimated because they are workers with their hands, while as a fact they are often more careful readers and deeper thinkers and much broader in their views and their grasp of economic, industrial and governmental affairs than are men tied down to mental or business drudgeries.

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Advertising is a science and art combined. On the art side there must be an appeal to the eye. It must be an appeal that holds attention, pleases and awakens desire for possession or ownership. As a science, it has a foundation in a knowledge of human needs and human character; in psychology or an understanding of the workings of the human mind, fancy, imagination, association, reasoning, suggestion and the will—all the processes by which judgment is formed and the will acts in the final decision, compelling action. Advertising men also have a foundation in understanding much of the knowledge common to men, of their habits, customs, tastes and notions or inclinations and prejudices. As to the all-around newspaper man, nothing that is human must be foreign to the expert advertiser. Back of this must be a perfect knowledge of the thing advertised, its uses, adaptabilities, excellencies and defects. He must be honest and sympathetic, and be a master of clear, direct expression, of convincing logic and winning persuasive powers. If there be anything else it is contained in these.

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Independent Journalism

It is, from our point of view, a matter of great gratification that a prominent New York publisher, John C. Seitz of the New York World, was able, publicly and honestly, to declare in an address before the Newspaper Forum of the New York University, that "There is not a partizan newspaper in New York today, nor is there one that attempts to present biased news."

Explaining the reasons for his statement, says the Printer and Publisher, Mr. Seitz declared that the necessities of competition for public confidence made it impossible for a paper of this kind to exist long. He was equally positive in the statement that not one of New York's newspapers was controlled by what is popularly called the "interests."

"Some represent one class of people and some another," said he, "and each gives the class of news that will suit its readers, but none dares to present anything but the truth."

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"Journalism Week" in the University of Missouri

The now far-famed "Journalism Week" inaugurated by Dean Walter Williams of the School of Journalism of the University of Missouri, promises to be up to the former standard of excellence this year.

The program so far arranged is in part as follows:

Opening address by Governor Charles S. Osborn of Michigan, "Journalism—The Country Field." The same night, May 6, Ralph H. Pulitzer of the New York World will talk on "Journalism—The City Field."

Thomas Nelson Page, a famous Southern author, will lecture May 7 on "Journalism and Literature." Other lectures the same day will be given by George S. Johns, editor of the St. Louis Post Dispatch; Louis T. Golding, editor of the St. Joseph News-Press; W. M. Ledbetter, city editor of the St. Louis Globe-Democrat; Sam Hellman, city editor of the St. Louis Republic; M. J. Lowenstein of the St. Louis Star, and Harold Hall of the St. Joseph Gazette.

H. T. Haskell of the Kansas City Star; T. H. Roger of the St. Louis Times; A. B. Chapin of the Kansas City Star, and Hal. Gaylord of the Kansas City Journal will speak May 8.

Thursday, May 9, will be Advertising Day. George W. Coleman of Boston and Glen Buck of Chicago will lecture. R. T. Deacon of St. Louis, treasurer of the Ben Franklin Club of America, will lecture both Wednesday and Thursday.

Friday, May 10, the closing day of the session, Witt C. Wing of the Breeders' Gazette will lecture on "Agricultural Journalism"; Strickland Gillilan, humorist and lecturer, on "Humor in Newspapers," and Clarence Owsley, editor of the Fort Worth (Tex.) Record, will lecture on "Journalism for Public Service."

During the week short talks and discussions will be heard from country editors in Missouri. Among these will be a discussion on "Country Journalism as a Field for Women," led by Mrs. S. W. Lee, editor of the Savannah (Mo.) Reporter. Several names will be added to the program as soon as replies are received to invitations that have been sent out.

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"Biggest and Best"—Bar None

June 20, 21 and 22 are the dates set for the first annual convention and cost congress of the Ben Franklin Club of America, which will be held in Cleveland. The general chairman of arrangements is Charles U. Davis, of Davis & Cannon. His colleagues on the general committee are: M. M. Daniels, of the American Typefounders Co., chairman of exhibits; Charles P. Carl, of the J. B. Savage Co., chairman of halls, hotels and railroads; Frank H. Clark, of the Eclipse Electrotype & Engraving Co., chairman of publicity and program; George H. Jackman, of the Electric Press, chairman of entertainment and reception. The slogan for this convention is: "Biggest and Best—Bar None."

The first convention of the Ben Franklin Club of America in the sixth city of the United States, under the auspices of the livest printers' organization in the world, promises to be a hummer from every point of view.

Classified Advertising

By C. L. Chamberlin, Osseo, Mich.

Classified advertising is now so common in nearly all publications that few think how or why this department came into such popular use. Only a few years ago newspapers were wont to run a department of fine print advertising under such headings as "Lost and Found," "Wanted," "For Sale," "Position Wanted,' etc. While the necessities of the public at large still provide matter for these headings and probably always will, by far the greater share of these advertisements now relate to various kinds of business in which the readers of the periodical are supposed to be interested.

The daily paper everywhere has enlarged upon this department until there are few dailies that do not run half a page or a page, while the larger publications having an almost national scope, like the Chicago Record, contain three, four or five pages in every issue. Let us trace the cause of the change in the use of this page.

As found in the dailies the department is simply an enlargement of the former page devoted to the various wants of their readers. There is so much of that element known as human interest attached to the ads that come from the people themselves that almost everyone enjoys reading them. The imaginative mind may easily read between the lines and under such headings as "Work Wanted," recognize, from some unfortunate, perhaps with a family and sickness staring him in the face, speaking in such a notice as "Work of any kind wanted. Large wages not essential but must begin at once." Or perhaps it may be the story of a missing wedding ring that reads, "Lost, on G. Avenue, a plain gold band ring inscribed on inside A. B. to M. H. Ring of little value except for its associations but $10 reward will be paid and no questions asked."

Business men just awakening to the value of advertising as a business boomer discovered the tendency of the people to read every word in this department, consequently they began to hand in copy for inserting therein pertaining strictly to business instead of to the losses and desires for which it was intended. For a time publishers ran these notices under the old headings, being guided by the advertiser's instructions entirely, instead of the suitability of the heading. Later owing to the increase in number of such ads they began to use other headings under which these business notices might be inserted. Thus we find such headings as "Business Opportunities," "Special Bargains," "Real Estate,' "Money to Loan," "Agents Wanted," etc.

But the daily is not the only kind of periodical in which these fine print advertisements appear. Practically every periodical contains some of this advertising. The weeklies as a rule make no special attempt to get this sort of advertising from their patrons although they maintain such departments. The monthlies of former days contained nothing of the kind for the very evident reason that the long interval between two consecutive issues and the widely scattered subscription clientele prevented their use successfully as mediums for "Lost and Found," "Work Wanted." and the other advertisements of that nature. Hence the development of the classified department of the monthly publication must come from a different source than that of the daily.

A few years ago—only a few—when magazine advertising received such an impetus from all classes of business concerns it was found that only the larger, wealthier concerns could afford to use their pages on account of the almost prohibitive rates asked. Smaller houses could not run the risk of such sums on a single medium even if that medium was noted for results. Too much hangs on the particular turn to the words of an advertisement, the display might not be attractive and there were many other reasons why they hesitated to risk a small fortune on such high-priced publications, until business developed sufficiently to justify it.

The publishers having secured with more or less permanency the larger share of the better financed houses set about to devise means for getting the smaller dealers without losing any of the high-priced patronage already secured. With the development of the "Want Column" of the daily just then taking place it is not to be wondered at that magazine publishers should seize the opportunity and organize departments of their own in which short ads may be set in small type without display and offered at a great reduction over the rates for displayed advertising.

The "Classified Department," as it is more properly called in the monthly periodicals, having so great a similarity of appearance to the old "Want" column of the local papers, it is no wonder that the public began to read these ads first just as they had always read first the "Want" ads of former times. The result is that the advertiser who uses classified advertising in the magazines has obtained a form of publicity which is almost certain to bring value received in new business. It came as a godsend to the smaller mail dealers who were compelled to risk often more than their entire stock investment on advertising in publications which might or might not bring the best results. A column inch-display advertisement is almost lost midst the illustrations and large type effects now found constituting the greater part of display advertising. But an inch in the classified department is an average space and attracts as much attention as three-fourths of the advertisements appearing in that department. Most magazines have found it desirable to limit the size of classified ads, hence an inch space is fully up to the average.

Publishers soon learned that if they did not limit the amount of space that might be covered by a single classified ad, the larger dealers would take advantage of the fact to run whole columns of reading notices instead of using their display space for this purpose. This was a good thing for the advertiser, but not for the publisher, since business concerns using much classified space were likely to buy less of the more expensive display space. Then the same practice would crowd out the smaller firms, since their ads would, as before, be lost midst the unlimited space creations of their moneyed rivals. Hence classified ads are limited to a certain number of lines which usually forbids running more than two inches classified space in a single ad. However, other ads may be used, as many as desired, but the space must be broken so as to give the appearance of many small ads.

There is considerable similarity between the uses of classified space in the monthly magazines and the same department in the dailies. The dailies of national importance are used by national advertisers as well as by the local retailers. These houses use them to point out the location of large display ads and call special attention to their contents. They are used also to name special offers of certain goods on which cut prices are maintained for a certain period. Still another use is to announce the coming of new goods in various lines for some time before their arrival. For this purpose they sometimes merely supplement the display ads by calling attention to the latter, which in turn give details of the coming goods.

But the larger dailies and the magazines have been found to give excellent results to mail dealers or general advertisers. Such publications circulate over so much desirable territory and furnish so much circulation in proportion to the rates for classified space, that the mail dealers find them excellent mediums for their uses. Here again they serve several purposes similar to their use by local dealers. They point out the display ads and direct special attention to the offers in various lines. They thus afford an exceedingly valuable means of advertising to these concerns, since a large number of those who read the small ads will turn to the pages designated and read the display ads found thereon.

Small mail order men find this space excellent in which to get their names before the public as dealers in their respective lines. The space is usually too limited to afford more than a brief mention of anything and the wise dealer uses it simply to advertise a cheap leader, a free offer, or in a similar manner to get people to write him for his catalogues.

From present indications there seems practically no limit to which the classified department may not be developed. Every periodical maintaining such department will be used as a medium in proportion to its apparent value per thousand to the advertiser. Those having large and desirable subscription lists that have gone after this advertising have gotten it in abundance. Note The American, Review of Reviews and other high-class magazines. Note also the larger New York and Chicago dailies. Even the smaller trade journals and special publications all show their share of such publicity. Any periodical maintaining such department and offering it at rates in proportion to their list of readers will receive a goodly amount of this advertising, while those that make an effort will find their labors rewarded in abundance.

Two methods in general use by those seeking this kind of advertising are as follows:

A form letter setting forth the advantages of classified advertising in general, as well as in the writer's periodical, is prepared and mailed to all whose names are found using classified space in other similar publications. This letter is accompanied by a sample copy of the periodical with this department liberally blue-penciled. Inclosed with the letter is a folder of testimonials from dealers in various lines who have used this space to advantage. Rates are quoted by the word or line allowing a stated number of words to the line.

The second method is a slight variation of the first plan. A letter is prepared setting forth the advantages of classified space in this periodical. Near the top of the page a blank space is left and on this is pasted a clipping of the receiver's classified ad appearing in another publication. Under this clipping the announcement is made that "we will run this ad for you one month for $XX." This is followed by a large type statement of circulation, amount of similar advertising then carried, and about two strong testimonials from present satisfied users of this space. This plan is an excellent one to get the attention of the prospect whether he wishes to run the same ad again or not. He makes an estimate of its cost in proportion to what he has paid other publications and looks up the line or word rate. In short he is very likely to file the entire letter. His own use of the proposition is driven home by the appearance of this clipping of his own ad and the statement of cost in connection with circulation.

Taking all things into consideration we predict that the classified ad is yet a long way from its limit of development and that the coming years will see it occupying a much more prominent place in the advertiser's publicity scheme than it does at present.

THE STANDARD COST SYSTEM ADOPTED BY WESTERN PENNSYLVANIA PRINTERS

Details have been arranged whereby the standard cost system will be adopted by the master printers of western Pennsylvania. The plan had its inception at the annual dinner of the Pittsburgh Typothetae, held February 19 last. On this occasion it was suggested that a practical cost demonstration be given. Toward this end A. E. Davis, assistant secretary of the United Typothetae of America, was engaged to give a demonstration of the standard cost system in use by the United Typothetae, and also to tell of the benefits that could be derived from the use of the system and membership in the Typothetae.

About 175 master printers from Pittsburgh and Western Pennsylvania towns attended the demonstration, which was given in the McChesney building, Tuesday, March 19. The trend in Pittsburgh is toward a large organization. In the last six months the membership has doubled. With the advent of a permanent secretary, which now is assured, the Typothetae of western Pennsylvania will be one of the largest local Typothetae organizations in the parent body. This movement has been carried forward by a few of the employing printers of Pittsburgh. Larger headquarters are being secured, and the most modern and thorough equipment will be installed. The secretary will be provided with a sufficient number of assistants to take care of so vast an organization, and for the administration of the standard cost system.

Many printers in counties adjoining the Pittsburgh district have taken up the matter and are advising with officials of the local organization as to their admission. At least six minor organizations have come into the Typothetae of western Pennsylvania.

THE RIGHT MAN BUT THE WRONG PORTRAIT

The American Printer, 25 City Hall Place.
New York, March 18, 1912.

Dear Mr. Herbert: Please accept my thanks for your kindly comment in regard to my appointment as chairman of the department of publisher, printer and cost system at the coming National Press Association convention at Chicago. I wish I could believe that all the nice things you say on page 203 about me are true.

I thank you also for putting such a handsome portrait above my name on page 194. I wish I were as good looking as the gentleman whose photograph you have used, but unfortunately I am not. The mistake is unfortunate; not for me, but for you, because undoubtedly he will bring a libel suit against you, and there is no question in my mind but that any jury composed of reasonably-minded men will give him substantial damages.

I shall be leaving next week for a short trip to Europe, but will be back early in May, in time to take up actively the work of preparing the department that is to be part of the program at the Chicago convention.

Looking forward to seeing you there, and with kindest regards, I am. Yours very truly,

JOHN CLYDE OSWALD.

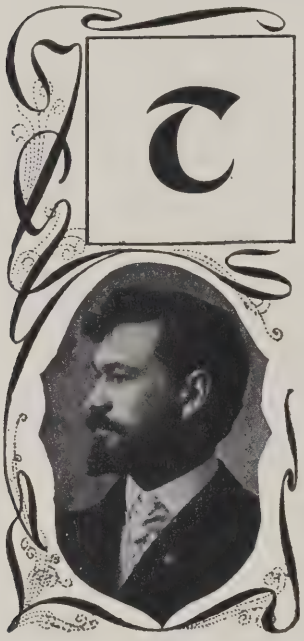
Note:—No complaint has been made by the other man for the use of his finely-cut features in so worthy a cause as Brother Oswald is in. We still think it was his portrait we used.

A modest young man at the beginning of his career as an actor inserted in all the dramatic papers a want advertisement that read:

"Engagement wanted—Small part, such as dead body or outside shouts, preferred."

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.



THERE is nothing a home weekly or daily may contain that adds more extensively to its attractiveness, its brightness, and its power to provoke interest, than a good feature-story; yet in all the papers that come to my desk from month to month it is rare indeed that such a story is seen. Granting that few in this exalted calling are lazy, the condition just mentioned can be attributable to but one or the other, or both, of two deplorable causes, namely, editors of our home papers, as a rule, do not know what a good feature-story is, else they do not know how to write one.

Hence, I may be excused for explaining that a feature-story is simply the written narrative of some local tradition, some important incident of home history, or the life-story of a local pioneer or personage. It differs from the ordinary news-story, principally and generally, only in the point that it may be founded on facts or fictions of the remote past, whereas, the news-story, to be consistent, must stick to facts and can hardly date back very far from the present. And, for anyone with ordinary editorial or literary talent, the writing of a feature-story is a very simple undertaking.

As I found occasion to remark in a recent installment of these criticisms, the scarcity of feature-stories in the home press is due surely not to any possible lack of appropriate material. There are hundreds of facts and human interest incidents or occurrences about every town and every separate community within the field of every newspaper to suggest such stories, and to fittingly inspire the most prosaic of editorial pens. The chief requisite is to become awakened to the possibilities in this direction, and acquire the faculty for discovering these subjects and inspirations with the same facility with which all live newspaper-makers learn to ferret out the current events.

There's no community, village or city, old or new, large or small, that has not its legends, its traditions, its pioneer or headline characters, its soldiers of fortune, its adventurers, its natural wonders and advantages, or its history; and in any or all of these the wide-awake newspaper man sees the title of an alluring story with which to feature his paper and awaken human interest in home scenes, places, personalities, history, experience and incidents. If it's an old town, it is rich in traditional or legendary lore, in which the least of facile pens may soar to heights heretofore unattained; if it's a new town, it has its wonderful growth, its natural advantages, future prospects, and history, as irresistible inspirations. In case of all American towns and cities, the editor may hark back to the earlier days before the settlement of the country by the whites, and find himself immersed in a myriad of marvelously desirable Indian topics. The red man is today more than ever an inviting subject for narrative. In covering historical, legendary or traditional themes, local state or county histories are indispensable publications to have at hand for reference. Then there are stories of pioneers, though not very remote, of the earlier settlers with their struggles, hardships, undertakings, social doings, and all their hopes and enterprises while building new homes and founding a new city or community and starting industrial, educational, social, fraternal, church and other organizations and institutions.

Many a place has its caves, its rocks, its important industries, its churches, its lodges, etc., all of which can be readily worked into highly readable articles. And, after all these have been exhausted, there are the people, the dear old people—every place in Christendom abounds with them. Especially valuable to the seeker after feature-story material are the pioneers of the particular locality. They constitute the class who have hoarded away in their old memories some of the most priceless jewels in this line. They abound in stirring heart-stories and knowledge of some of the most entrancing local incidents that ever transpired, as well as

traditions, legends and actual historical facts well worth preserving.

I have found the aged people in my field, and that includes particularly the pioneer settlers in the section in which I operate, my most valuable aid and inspiration. They are perfect reservoirs of topics and texts, and rare indeed will one find them other than glad and willing to oblige. Early local conditions they can describe, such as pioneer methods of home-building, preparing the way, and clearing; plowing, breaking up the soil and sowing, reaping, threshing, etc., all of which is wonderfully new and interesting to the present generation of readers. They may also be induced to confide their memory of joys and sorrows of other days, their hardships and privations of pioneer life, as well as of its hopes and joys and sorrows, now happy memories, much of reliable first-hand information of the locality's actual history.

A feature-story may, of course, be replete with all the finer characteristics of genuine literature and serve as a peerless vehicle for its author's best sentiments, aptitude and inclinations. It may be full of pathos, of fun, of wonder and awe, and all of the qualities that excite the higher emotions of man.

Even the tale of an editor's trip through a portion of his field, I have seen woven into a worthy piece; or the descriptive narrative of a visit to a prominent neighborhood farm home may be made an excellent feature-story, or some old building or home that has been a center of social or political functions. The Chicago dailies recently featured an old inn, that had been a stopping place of Lincoln and Douglas; a center of social affairs, banquets and parties and a rendezvous of the politicians and statesmen of fifty and sixty years ago.

Those editors who, by reading these paragraphs, may be moved to try the plan of running a good, sprightly story occasionally or regularly in their papers, written along similar lines to those here suggested, and appropriately illustrated whenever practicable, will find that nothing which they have heretofore printed has ever raised the standard of their sheets, and created the interest generally among their readers, quite so thoroughly, as this will.

✣ ✣ ✣

The following very fine letter from Brother John N. Huntz of Chilton, Wisconsin, is certainly worth the space which it occupies below:

Chilton, Wis., Jan. 22, 1912.

Mr. O. Byron Copper, De Soto, Wis.

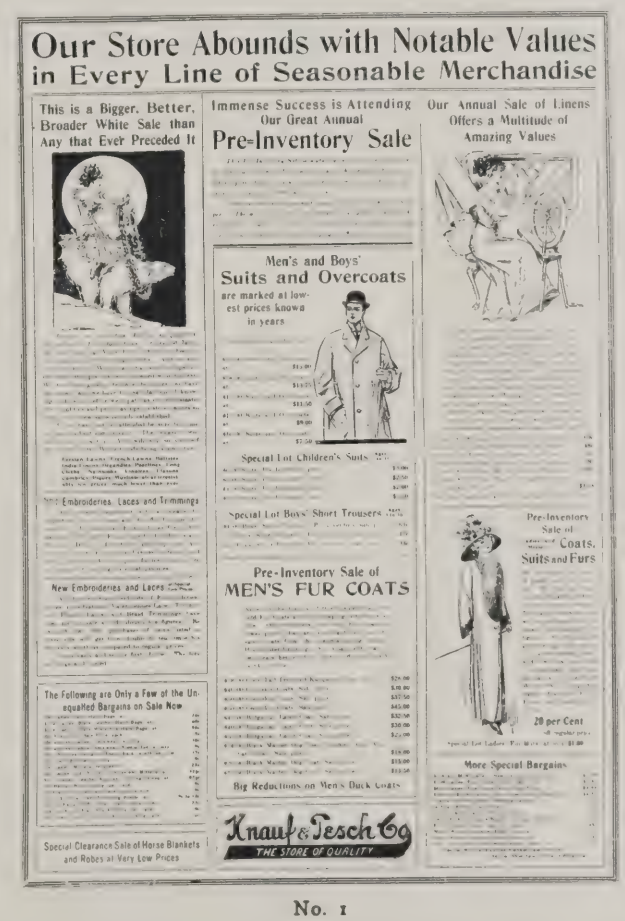
Dear Sir: Under two separate covers I have this day mailed to your address a copy of the Chilton Times of January 20, containing two full-page ads, upon which I would kindly have you pass criticism at your leisure. The other specimen forwarded is a four-page circular we turned out for the Knauf & Tesch Co. store, which job also looks good to me. I sent you the full sheet, just as it came off the press, to show you that the four pages were all set up and run at the same time—then reversed and cut. Note the register (but not the margins, as some of the stock was not cut exact at the paper house), which I think is pretty good for a Country Cottrell press job, under usual country printshop conditions.

It is with pleasure that I note in the January National Printer-Journalist the specimens of my work reproduced and the favorable comment passed upon them. It is such comment as you gave The Chilton Times and myself, thus far, that makes me feel that my work is classed with the "good printing" kind; also that, upon considering your criticisms and suggestions for improvement, and practicing them, I find you are right.

Hoping to hear from you at your own convenience, I beg to remain,

Yours for success and better printing,

JOHN N. HUNTZ.

The four-page circular which Brother Huntz sent me is a very creditable thing. It is neatly put together, well displayed and tasteful throughout. But, naturally, I am more interested in the copy of the Chilton Times of the date of January 20, as well as in later copies that have come to hand since. The Times, as I may have remarked in my former review, is a six-column, all-home-print quarto, and, everything considered, is about

Our Store Abounds with Notable Values
in Every Line of Seasonable Merchandise
This is a Bigger, Better, Broader White Sale than Any that Ever Preceded It
Immense Success is Attending Our Great Annual
Pre-Inventory Sale
Our Annual Sale of Linens Offers a Multitude of Amazing Values
Men's and Boys'
Suits and Overcoats
are marked at lowest prices known in years
Special Lot Children's Suits
Special Lot Boys' Short Trousers
Embroideries, Laces and Trimmings
New Embroideries and Laces
Pre-Inventory Sale of
MEN'S FUR COATS
Big Reductions on Men's Duck Coats
Pre-Inventory Sale of Coats, Suits and Furs
20 per Cent
More Special Bargains
The Following are Only a Few of the Unequalled Bargains on Sale Now
Special Clearance Sale of Horse Blankets and Robes at Very Low Prices
Knauf & Tesch Co
THE STORE OF QUALITY

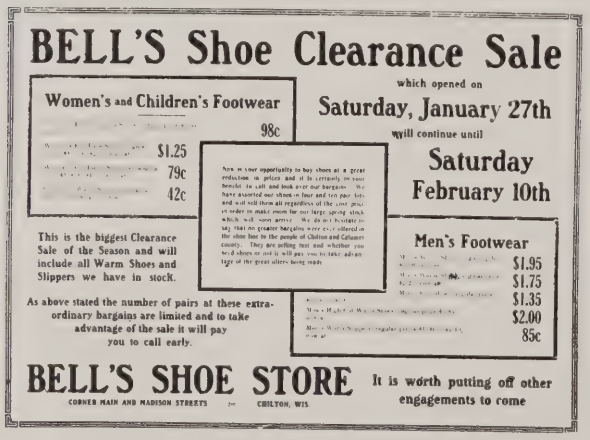
No. 1

as fine a publication as one is apt to run across. It is neatly made up and finely printed, and has an array of contents that have built the circulation up to 2,200 copies weekly. It is a mistake to allow so much space between the different words of the title, however; a third of it could be removed with improvement. The better one of the two full-page ads to which Foreman Huntz has called my attention particularly is shown herewith as Exhibit No.

1, and I am sure it alone is enough to substantiate any claim its author might make as pertaining to his "good printing" qualities. It is strong in display, well balanced in layout and generally attractive. Something very similar in style, and equally

No 2

praiseworthy, is the half-page specimen reproduced as Exhibit 2; whereas Exhibit 3, another half-page ad from a later issue of the Times, is entirely of a different stamp. However, the fact that the latter specimen differs in typography and design, does not need to imply that it is not fully as pleasing and worthy of praise as the other examples mentioned. In truth, it is wholly so. One has to look


BELL'S Shoe Clearance Sale
which opened on
Saturday, January 27th
will continue until
Saturday
February 10th
Women's and Children's Footwear
98c
$1.25
79c
42c
This is the biggest Clearance Sale of the Season and will include all Warm Shoes and Slippers we have in stock.
As above stated the number of pairs at these extraordinary bargains are limited and to take advantage of the sale it will pay you to call early.
Men's Footwear
$1.95
$1.75
$1.35
$2.00
85c
BELL'S SHOE STORE
CORNER MAIN AND MADISON STREETS
CHILTON, WIS.
It is worth putting off other engagements to come

No. 3

closely and carefully to find points to complain about in any of these designs. About the only thing I have found to offer as a correction is the omission of the two colons and hyphen in the last line in the third exhibit, which would, of course, suggest the closing up of the several words. The effect from every viewpoint would have been better.

✣ ✣ ✣

In Exhibit 4 the reader will have the privilege of examining in miniature one of Brother Tom McGregor's skillful attempts at properly making up the front page of the Covington (Tenn.) Leader, work that is somewhat out of his line. This page was gotten up as an entry in a notable contest in which I have not learned how the awards were made. The scheme of this page is both original and attractive; the balance is perfect and the general aspect commendable. It illustrates

THE COVINGTON LEADER.
Twenty-Sixth Year
Covington, Tenn. Friday January 12, 1912
Number 10
"OLD HICKORY" AND WIFE
FINE LECTURE ON FARMING THE NATIONAL CONVENTION
THRILLING STORY OF 1852
"WITH YOUR VISITORS"
COMING AND GOING
LOCAL NEWS HAPPENINGS GATHERED FROM EVERY PART OF TIPTON COUNTY THAT ARE OF INTEREST TO YOU AND YOUR NEIGHBORS AS TOLD ONLY IN THE LEADER

No. 4

well what can be done in this direction in practical everyday work, when the makeup will give his job just a little thought and calculation.

✣ ✣ ✣

Ludlow, S. D., Jan. 13, 1911.

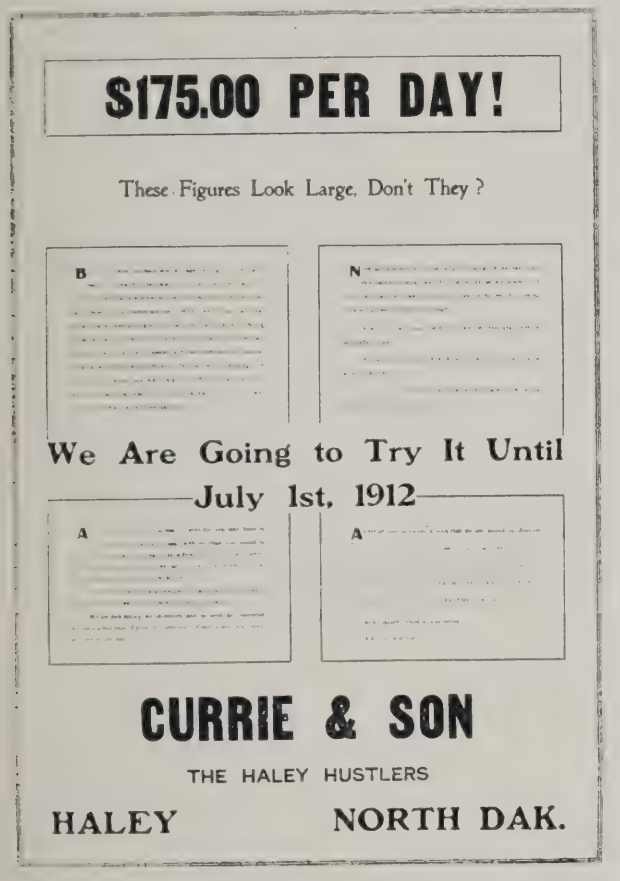
Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: Being a reader of the National Printer-Journalist, I am sending you herewith a copy of a paper that I issue out here on the prairies, thirty miles from a railroad, in the extreme northwest corner of South Dakota. You will understand that our facilities are somewhat limited away out here, and when we get a page ad it taxes us to set it up. The one on the last page, however, did not require much material and was gotten up as best I could. Yours very truly,

G. G. GLENDINNING.

Running a newspaper away out on the wind-swept prairies of northwestern South Dakota would be discouraging enough under any circumstances, I would imagine, but thirty miles from a railroad is more than a man with brains enough to run a newspaper at all deserves. Still, Brother Glendinning seems to be making the best of his environment, and, under the conditions, is putting out what in some respects is a pretty creditable paper. He gets more news in his sheet than one might suppose happened in Ludlow, and turns it out with a "dandy" impression on it. I ought to explain, too, that the Harding County Herald, as Brother Glen-

dinning calls his publication, is a six-column quarto on ready-prints. Because almost any printer will appreciate his troubles in setting this big ad, and likewise admire the creditable manner in which the feat was accomplished, I am herewith reproducing the full-page specimen referred to in the foregoing letter. I take it, that this advertisement is only another evidence that this South Dakota brother is master of his circumstances. With nothing larger than ten-point Roman for the body, there are few printers who would "come through" on the proposition so successfully. The design of this creation is really admirable. It would be useless to suggest changes that would necessitate different faces, for


$175.00 PER DAY!
These Figures Look Large, Don't They?
We Are Going to Try It Until
July 1st, 1912
CURRIE & SON
THE HALEY HUSTLERS
HALEY NORTH DAK.

No. 5

often in country offices where material is scarce, the compositor has but one choice, and I'm afraid this might have been the case in the composition of this specimen. Hence, such suggestions as I may be moved to offer will be those which could have been carried out successfully with the material at hand: The matter displayed in the panel at the top would have been better letter-spaced, to fill the box, leaving only the proper margins of white. Suppose also that the two central panels, which contain the text of the ad, had been left unbroken at the two outer sides (which would naturally have obviated the running of the horizontal lines out to intersect with the date line, and necessitated less space between words in the central displayed mass), the result would have been simpler and therefore preferable from both an artistic or commercial point of view. (See Exhibit 5.)

✣ ✣ ✣

Harvard, Ill., Dec. 15, 1911.

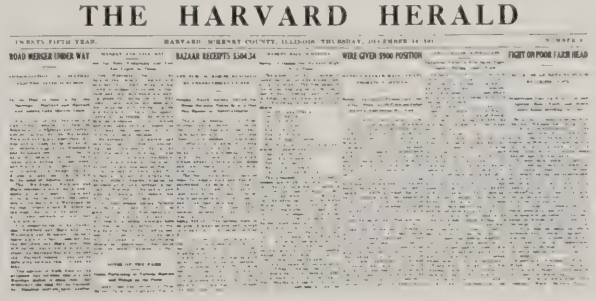
Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper: We send you by today's mail, copy of this week's Harvard Herald for inspection. Make such criticism and suggestions for improvement as seem best under the circumstances. You have previously examined and criticized the Herald and we have profited by your suggestions.

We want you to feel at liberty to use perfect freedom in what you may say about our paper.

Very truly,
HARVARD HERALD,
By Walsh & Whittleton.

The Harvard (Ill.) Herald is a seven-column sheet, printed wholly within the home shop. Its number of pages regularly is eight, if I remember rightly, although the copy before me contains ten pages. The stock used in this publication is of a good weight and the print is delightfully perfect. It isn't necessary to stop here to say that this is one of the most important requisites in a sheet that aspires to leadership. Good paper and a good print are distinctive features that immediately force themselves upon the reader the moment he picks the paper up. The Herald has a tasteful title and makes up, so far as seems practicable in accordance with the rules laid down by this department of the National Printer-Journalist. Its first page is exquisitely clean, and how dignified it is in typography may be seen by reference to the partial reproduction exhibited herewith (Exhibit 6). The



No. 6

contents are simply ideal. There is everything a country newspaper can reasonably be expected to contain and everything in abundance—headed news-stories, short local paragraphs, editorials, neighborhood news, and advertising. In addition to this is fiction and feature-stories in plate form. Everything is classified in a comparatively systematic fashion, all of the paid locals and want ads being under a heading in a corner of their own. The faces used for display in this fine big sheet are in the main highly pleasing types and the compositor, by following simple styles, succeeds in producing clean, serviceable work. One of his best examples is shown in Exhibit 7. Since in the foregoing lines I have pretty thoroughly covered all points in this publication, the reader must very reasonably conclude that the Harvard Herald is well nigh perfect;

and so I find it. I have just one suggestion to offer: I think there is too much white space allowed in the triple-deck heads on the first page; about a nonpareil less between the various lines and the dashes would be right. I also always prefer the use of a short dash to separate all heads, other than single-liners, from the matter following. And with reference to the Herald's title, I would like to see the space between the three words reduced about a third, and a couple of neat panels, made of rule of

Piano Bargains for Sale Day
PIANO bargains, as a rule, consist of some cheap truck that is gotten up for that particular purpose. You know as well as we do that a man in his right senses will not sell an article worth $450 for $225
We do not have "factory to home" sales, nor do we use any such methods to sell our pianos. We offer for your selection three famous and well-known makes of pianos—
Crown, Strauss Grand and Concord
at the following cash prices
Bargain No. 1—$350
CROWN PIANO, latest Colonial style, case in mahogany, oak or walnut. The regular price of this piano with compartment bench is $425. From now until Sale Day we will sell this piano at the reduced price of..... $350
Bargain No. 2—$325
THE STRAUSS GRAND which we offer as bargain No. 2, represents 30 years' practical experience in piano building. Our regular price for this piano, with adjustable compartment bench, is $375. Our sale price is. $325
Bargain No. 3—$300
THE CONCORD PIANO has been sold to many of our friends, who recommend it all times. Comes in mahogany, oak or walnut case. The regular price of this instrument with bench is $350. We have reduced it to. $300
WITH EACH PIANO SOLD THIS MONTH WE WILL GIVE ONE YEAR'S MUSIC LESSONS FREE
Christmas will soon be here—how about one of these pianos for your family?
C. H. FANTHAM & SON
MAIN STORE WOODSTOCK, ILL.
HARVARD BRANCH O. L. PUTNAM'S

No. 7

a one-point face, inserted at each end and containing squibs or slogans about the circulation of the Herald as an advertising medium, for instance. So much for the mechanical side of the Herald. As to the literary or editorial features, I do not believe there is a country weekly in this section of the United States that is higher grade in these respects. The language is excellent and the rhetoric clear.

✣ ✣ ✣

Mandan, N. D., Jan. 5, 1912.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: As I was cleaning off an old hook, tonight, I got an inspiration to send you some of the samples I found on it.

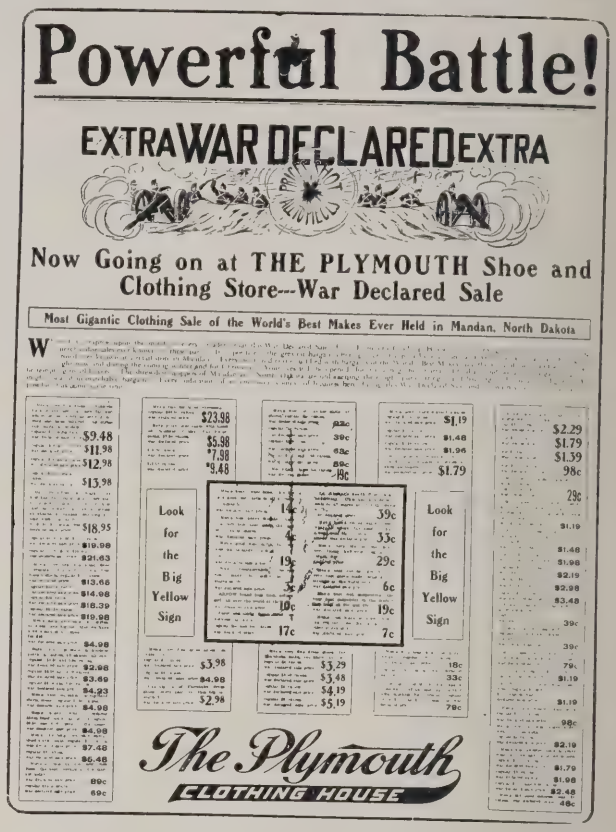
I didn't try to pick out the best, but just took them as they came (some of them were "rush") and, if you can spare the time, I would like to have you look them over and find my weak points.

I am the ad-setter on the Mandan News and set most of the ads in the special Christmas number of that paper, which you partially reproduced in the April, 1911, number of the National Printer-Journalist.

Hoping these look as good to you as the other ones did, I remain, Yours respectfully,

ERNEST HAUGHTON.

I have a faint recollection of my former review of this compositor's work, but I believe it was of him that I was inspired to remark that he knew quite as much about that which is proper in correct advertisement composition—about correct massing and correct display—as I do myself. If I didn't say it before, I'm willing to go on record to that effect now, anyway. As a fitting excuse for so radical a compliment, permit me to refer you, dear reader,


Powerful Battle!
EXTRA WAR DECLARED EXTRA
Now Going on at THE PLYMOUTH Shoe and Clothing Store---War Declared Sale
Most Gigantic Clothing Sale of the World's Best Makes Ever Held in Mandan, North Dakota
Look for the Big Yellow Sign
Look for the Big Yellow Sign
The Plymouth
CLOTHING HOUSE

No. 8

to Exhibits 8, 9 and 10, of which the first two were full-page specimens and the last a double-pager.

No. 9

Some folks object to the use of such big type in a newspaper ad as that seen in the original of these

exhibits; but I don't when the big type is used so judiciously as in the first and last of this trio of specimens. In Exhibit 9, however, I am inclined to consider the signature somewhat too coarse. Chief among the many virtues of this compositor's work is his high regard for white margins and masses. He has the wrinkle down to perfection.

3 Three Big Stocks in 1 One
WAR IS DECLARED
3 Three Big Sales in 1 One
MANDAN, NORTH DAKOTA
BIG SENSATION!
THE ENTIRE STOCK WORTH'S BEST MERCHANDISE OF
The PLYMOUTH CLOTHING HOUSE
Saturday, December 9 at 9:00 A. M.
Rich and Rare---Spic and Span New---From the World's Best Manufacturers
WATCH
WAIT
REJOICE
Watch the Hands
Everything to Make Everybody Happy Christmas at The Plymouth Big War Declared Sale!
3 THREE BIG SALES IN 1 ONE
Positively Starts Saturday Dec 9th at 9 a. m.
The Plymouth CLOTHING HOUSE
Positively Starts Saturday Dec 9th at 9 A.M.
3 THREE BIG STOCKS IN 1 ONE

No. 10

He is also adept at paneling, and his display is always properly chosen. In short, a man who can produce such work as this ought to command a high salary. It takes a lot of skill to do it, and it isn't every scrub who has that. I hope Brother Haughton gets such inspirations often—for I like to have a few masterpieces like these occasionally with which to brighten up this department.

✣ ✣ ✣

Princeton, Mo., Jan. 16, 1912.

Dear Mr. Copper: I send you herewith a few samples of our printing. I make these cuts myself, using the chalk plate process. W. C. PRICE.

Brother Price's cuts are wonderful. Before I have finished you will appreciate in what particular, or several particulars, this is true. He favors me with several cards, circulars and folders, all profusely illustrated and printed in three colors. These cuts are made from original drawings by Mr. Price himself. In a personal letter, received since the above, he confides that these cuts practically made the Post. He started the paper without much of a chance, under strong competition, but he began to make and run one of these original cartoons in every week's issue, and the Post's popularity grew. Today he has a shop equipped with a linotype and other things in proportion, and the circulation of the Post is sworn to average 2,229 per week. Along before Christmas a big edition of twenty pages was issued, replete with appropriate matter, including an abundance of live, well set holiday advertising. It is easily seen that a country newspaper that can print its own original cartoons from week to week is destined to be a winner, and combined with this unique feature it is easily seen that Mr. Price has possessed much other originality in featuring the news and championing popular local issues, besides having more than the average business ability, which has prompted him to use liberally of the stuff he recommends to his fellow business men—publicity through printer's ink. These circulars prove that he is an advertiser and his flourishing business proves it, too.

✣ ✣ ✣

Mt. Calm, Tex., Dec. 19, 1911.

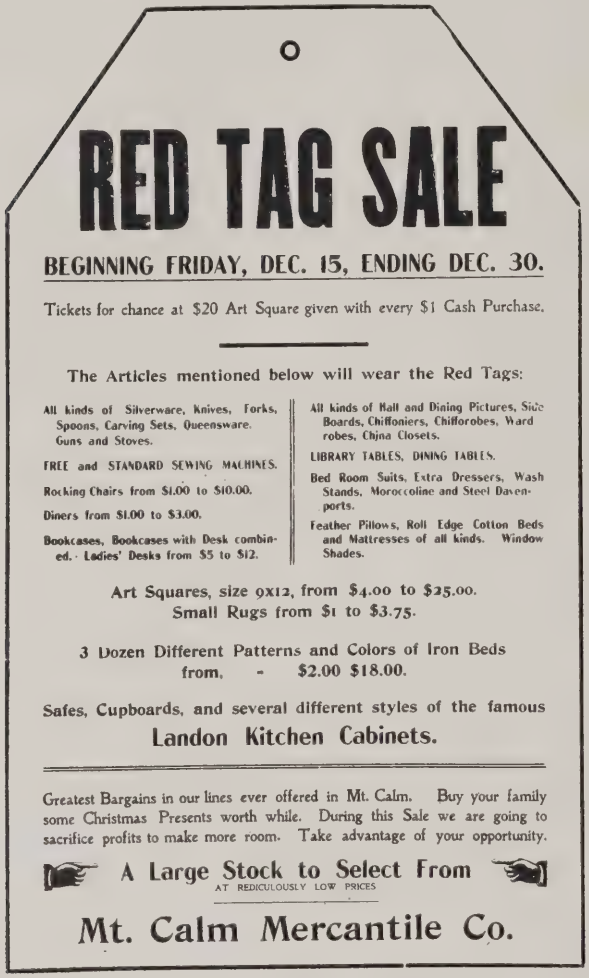
Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: Under separate cover I am sending you today a batch of newspaper ads for criticism, if you see fit to use them. I send them in circular form, but they were used as ads in the paper and could be better handled. In the Matthews & Whiddon ad I realize the glaring incongruity of the trunk cut, but this is all the advertiser had and this part of the copy was furnished last with the cut, so the arrangement could not well be got around. Regarding the "red tag" printed on the last page I wish to make mention of the great selling power it had. The house using it made no other announcement, not even circulars of any kind, only turning the copy in one day before press day. They report greater sales from it than they ever had and more than twice what they expected, still there is not a cut or any startling display in it. What's the answer?

Yours very truly,
SAM J. CRESWELL.

For the benefit of those who do not know, I wish to explain that my above-subscribed correspondent is the bright editor of the Mt. Calm (Texas) Banner, a six-column quarto with ready-printed interior pages. The advertisements which this brother sends me show one very satisfactory fact, namely, that the business men of Mt. Calm and surrounding cities are up-to-date in their methods and use liberally of newspaper advertising space. But Brother Creswell will have little difficulty, I think, by comparing these specimens with the reproductions of those reviewed in the paragraph which immediately precedes this review, in comprehending that in the main these are not examples of good advertisement composition. The suggested comparison will explain why this is so far more readily and forcibly than I could by verbose discussion here. Dropping down to the "Red Tag Sale" ad, it is conspicuously the most forceful and remarkable specimen in the entire bunch. (Exhibit 11.) Having occupied a full page of the Banner, and being run entirely in red, it made an advertisement whose

attractiveness was irresistible; in fact, I seriously doubt if there was anyone who picked up the Mt. Calm Banner that contained this advertisement, who did not notice it and, furthermore, read it. This specimen is better, too, in point of composition than the rest of the budget; the display is fairly well



RED TAG SALE

BEGINNING FRIDAY, DEC. 15, ENDING DEC. 30.

Tickets for chance at $20 Art Square given with every $1 Cash Purchase.

The Articles mentioned below will wear the Red Tags:

All kinds of Silverware, Knives, Forks, Spoons, Carving Sets, Queensware, Guns and Stoves.

FREE and STANDARD SEWING MACHINES.

Rocking Chairs from $1.00 to $10.00.

Diners from $1.00 to $3.00.

Bookcases, Bookcases with Desk combined. Ladies' Desks from $5 to $12.

All kinds of Hall and Dining Pictures, Side Boards, Chiffoniers, Chiffoirobes, Ward robes, China Closets.

LIBRARY TABLES, DINING TABLES.

Bed Room Suits, Extra Dressers, Wash Stands, Morocconline and Steel Davenports.

Feather Pillows, Roll Edge Cotton Beds and Mattresses of all kinds. Window Shades.

Art Squares, size 9x12, from $4.00 to $25.00.
Small Rugs from $1 to $3.75.

3 Dozen Different Patterns and Colors of Iron Beds from, - $2.00 $18.00.

Safes, Cupboards, and several different styles of the famous
Landon Kitchen Cabinets.

Greatest Bargains in our lines ever offered in Mt. Calm. Buy your family some Christmas Presents worth while. During this Sale we are going to sacrifice profits to make more room. Take advantage of your opportunity.

A Large Stock to Select From
AT REDICULOUSLY LOW PRICES

Mt. Calm Mercantile Co.

No. 11

handled, and the whole thing easily read and understood. These points, given thus haphazardly, form a part of the answer as to why the firm who inserted this ad got such excellent results from it. The rest of the answer must be expressed in the Mt. Calm Banner's slogan, "'It covers the trade territory of Mt. Calm like the dew." An advertisement like this in a medium of a good circulation couldn't help but bring the investor big returns.

✣ ✣ ✣

Visalia, Cal., Dec. 30, 1911.

O. Byron Copper, De Soto, Wis.

Dear Sir: With the season's compliments (and under separate cover) I have sent you special first page of Delta and an issue containing special page of Christmas ads and one full-page ad. Such notice as you may deem them worthy of, whether critical or otherwise, will be appreciated.

Yours,
J. WARREN LEWIS.

A great many of the readers of this item may be more or less familiar with the name of my correspondent as subscribed above, for he has often been praised by critics and journals devoted to the print-

GREAT NEWSPAPER BARGAIN:—Visalia Morning Delta and S. F. Bulletin By Mail or Carrier 65c per Month

VISALIA MORNING DELTA

VOLUME XXXIII. VISALIA, TULARE COUNTY, CALIFORNIA, WEDNESDAY DECEMBER 6 1911. NUMBER 91

VISALIA IS TO HAVE IRONCLAD "DRY" ORDINANCE

JURY TALESMEN JUSTIFY ATTITUDE TAKEN BY THE DELTA

CHINESE ARE GUILTY SAYS THE PUBLIC

60 CITIZENS OF VISALIA UNDER SHADOW OF LAW

BOARD OF CITY TRUSTEES WILL PASS NEW LAW REGULATING LIQUOR TRAFFIC UPON THE ADVICE OF CITY ATTORNEY

DEFENDS SUPERVISORS IN CASE OF HIGHWAYS

WHITE SAYS HE STRUCK IN DEFENSE

METEOR OF SOCIALISIM IS FALLEN

LEGISLATURE FINDS STONE WALL AHEAD

PARENTS INTEREST IS BEING AROUSED

JUDGE CUTS HEARTS OF M'NAMARAS

REBEL LEADER SWINGS WITH EIGHT OF THOSE WHO FOUGHT WITH HIM

CONFERS GLAD THAT DEATH SENTENCE IS NOT GIVEN BROTHERS

THEY DEMAND A CLEAN CITY

COUNTY SUPERVISORS WILL MEET AND PLAN FOR A GREAT EXHIBIT

CITY TRUSTEES WILL BE ASKED TO ADJUST HIGH SCHOOL BILLS

MAXIMUM SENTENCE GIVEN DENTIST WHO KEPT CHILD IMPRISONED IN HIS OFFICE

DEMOCRATS ARE ITCHING TO GET THEIR WHACK AT NEWER TARIFF REVISION

No. 12

ing art. In this first page of the Visalia Delta (Exhibit 12) I, too, cannot refrain from growing complimentary in my comment. It is a very attract-

CHRISTMAS GIFT SUGGESTIONS

Things that will be appreciated above everything else Because there is NOTHING MORE PLEASING than is something to wear

SANCTA CLAUS is growing more practical each year, and instead of the things that satisfy the eye alone, so common in the years gone by, we now witness the giving of those wholesome, useful and practical things which one would buy for himself and which are not only gratefully received on Christmas Day, but are a source of much joy and pleasure for many days to come.

Come and See Us In Our New Home

Next door to our old home You are Always Welcome

Everything Displayed

Beautiful Neckwear
25c to $1.50

Boose Coats.
$5.00 to $15.00

Gloves.
25c to $4.00

Handkerchiefs.
10c to $1.00

Sweater Coats
$1.50 to $6.00

Stylish New Hats
$1.50 to $6.00

Gentlemen's Jewelry.

You are cordially invited to inspect our magnificent showing of

HOLIDAY GOODS

whether you buy or not

A New Suit or Overcoat

for Grandpa, Father Brother or Son would be "JUST FINE"

MEN'S SUITS $10.00 to $40.00

OVERCOATS $8.00 to $30.00

BOYS' SUITS $3.00 to $12.00

BOYS OVERCOATS $3.00 to $10.00

A Nice Present

Silk Neck Scarfs
$1.00 to $5.00

Bath Robes
$3.50 to $10.00

Hosiery.

Fancy Vests.

Umbrellas.

Fine Winter Caps.
50c to $3.00

Ben's Fine Shirts.

The story of Christmas is the story of human sacrifice. The charm of Christmas is the charm of generosity. Sacrifice and generosity go hand in hand in the world-wide willingness of all mankind to give at Christmas time.

Commence right away to do your Christmas trading—come forenoons if you can—the sooner you come the better assortments will be, and then you don't have to hurry. Make selections now we'll deliver when you want us to. We are showing, so far, the finest collection of desirable gifts for men ever shown here

WILLIAMS & BUTZ

IN THE NEW G. & I. BUILDING

The Best Place to Buy Your Christmas Presents for Men and Boys

No. 13

ive and artistic newspaper page, extremely well balanced and massed in a highly competent manner. A long and careful study of even this miniature reproduction cannot help but prove beneficial for all daily makeup men. The page may appear a trifle sensational, and in that respect may merit deploration, but from the typographer's viewpoint alone it is extraordinarily well executed. The page advertisement (Exhibit 13) to which Brother Lewis calls my attention, has been treated quite correctly as to detail, but there is too great a variety of type

Xmas Suggestions
Complete Line of TENNIS GOODS Rackets $1.50 to $8.00
Jerseys Sweaters
Large Assortment
Pocket Knives
Striking Bags $1.50 to $5.00
Gillett Auto Strop Enders & Ecco Safety Razors
Bicycles from $20 to $50
Basket Balls All Prices
Penants From 35c to $1.25
Footballs From 50c to $5
Boxing Gloves $1.50 to $6.50
Harley Davidson Motor Cycles
Complete Line Baseball Goods
We Are Showing the Most Complete Line of Bicycles and Sporting Goods
Williams & Kitto

No. 14

faces employed in it to call forth admiration. One should also exercise the same religious care in the use of various rule faces, or borders, in an ad. The several different kinds of rules and borders, ornamental initials, etc., used in this specimen give it a "fussy" appearance in spite of its perfect detail treatment. It is somewhat overdone in the display and therefore crowded. Another ad (Exhibit 14), in points of simplicity and the single series effect, is a better specimen.

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One of the most commendable traits or habits in a newspaper-maker is the looking over of the paper from week to week, as each edition comes off the press, with a view to discovering ways of improving it both editorially and mechanically. I have known some newspaper men in my time who made this their regular practice, and the result was good. However, all changes that a man may thus be led to make do not prove improvements; what in theory seems good often proves bad in actuality; what in the heat of inspiration appears beautiful often looks ugly when reduced to cold typography. Such, it seems to me, has been the case with the makers of the Drexel (Mo.) Star. I get this opinion from an examination of a big budget of the Stars dating back even to last September. At that time there were run in this sheet some plain box heads, made of type and one-point rule, which I consider very neat and tasteful; but in later copies these were displayed by grotesque electrotypes, that I simply abhor. I have no doubt that the intention in the change was good; but, unfortunately, the result does not come any where near measuring up to the standard of the motive that caused their adoption. I may as well admit being a crank on this subject, but I cannot forego declaring that the plainer and simpler one can put a thing in type, the better I like it, provided, of course, that the artistic element is maintained. For instance, to make myself clear on this point, one might set a heading in a single line of type. The face selected for the purpose may be beautiful and well chosen; but it lacks distinctiveness, notwithstanding that the degree of simplicity and plainness is extreme. In my estimation, to make typography at all remarkable, there must of necessity, be some element of the artistic in it; but all fussiness, all needless ornamentation, etc., must be eliminated. It seems to be the failing of the commercial artist, when he draws anything like type for the electrotyper to make it just as fancy and ridiculously ornamental as he knows how, and this is why I cannot bear the average stock heading offered by the electrotype catalogues. But, as I believe I have had occasion to remark before in these columns, the Drexel Star is a highly praiseworthy paper, in spite of its new electrotyped department headings. Its mechanical makeup is a delight; the front page is without displayed blemish; everything is classified with excellent precision and taste and the impression is pleasingly clear and even. The neat roman title takes my eye (and I do not miss the period, either, though I hope to in the future) as do also those neat boxes at both ends. Last Christmas the size of the one issue of the Star was increased from folio to quarto, with an attractive home-made cover page and special holiday advertising. George W. Rhea is the publisher of this bright, breezy promulgator of Drexel news.

✣ ✣ ✣

Granting that you whose eye scans this line are an honest, law-abiding person, let us suppose that some day, in a fit of temporary anger you might assault and kill an enemy; or imagine that in a case of dire need you may have been forced

to take bread that did not belong to you; or for some cause or other (and, you know, there is always a cause) the stigma of crime has fastened itself upon you and you are remanded to prison. I leave it to your own imagination to complete the doleful revery. But, of course, you are either an editor or a printer, if you have had the patience to penetrate this far into Newspaper Criticisms, this month, and so, imagine, if you can, the ineffable joy and pleasure you would have within those dreary walls in finding the opportunity to pass even a part of your days of penal servitude in pursuit of your old-time vocation as a freeman. It would be an opportunity—I employed the wrong term—it would be a privilege. All this burst of sentiment has been educed from me by the sight of another penitentiary paper on my desk this month. I have had several of these interesting publications during my long term of connection with this department of the National Printer-Journalist, and everyone that comes touches me strangely with thoughts too high and mighty for expression. The present contribution is the Huntsville Prison Monitor, a monthly magazine printed and published by inmates of the prison at Huntsville, Texas. Namely, Prisoners Dorway & Hollingsworth are the owners and publishers of the little journal—or rather I should say "were" the publishers of it, for in one of the copies at hand, dated last January, I note that Fred Dorway with that issue is lost from the magazine. In commenting on this fact, his co-workers, the other publisher mentioned, and H. W. Van Zandt, circulation manager, have this touching farewell to say:

> In this instance it is a pleasure. We want him to go home to loving ones who await his coming. He has been a loyal friend and fellow-worker, and his kind and buoyant spirit will be missed not only by us, but by everyone who came into touch with him. He made a mistake and realizes and regrets it. May he and his prosper and may God bless them in a reunited home, is the wish of his associate workers, Bob and Van.

If there's a man who can read that simple little squib from the Prison Monitor without a tender feeling—without realizing more than he may perhaps ever have realized before, that, like us, convicts are only human beings—then, it's my opinion he's hardly better than the worst whom our prison walls confine. One can easily see by examining these Monitor pages that their creators have put their hearts into the work. There has been a minimum of the commercial spirit in the labor. The result is a tasteful product; treatment in detail without flaw, careful designing, excellent pressing and everything done well, in spite of what I imagine may be the condition, scarcity of material for the magazine's contents, both editorially and typographically. The regular annual subscription price of this unique little publication is $1.00 the year, and the journal is sent, apparently, anywhere on receipt of the subscription price.

Reasons for Not Taking More Work Upon the Postal Department

Washington, D. C., March 20, 1912.

The Rural Free Delivery News, published in Washington as organ of the National Rural Letter Carriers' Association, says: "The much vaunted surplus appears to have been due to the failure of the department to pay its bills and the antequated system of bookkeeping." It says that in reality there is a deficit in the postoffice department this year of about $7,000,000.

"Coincident with the enormous increase in expenditures is a like addition to the number of office-holders. During the last year 23,784 were added, costing $16,156,000, and in the last six years of the Republican administration the total number of new offices created has been 99,319, entailing an additional expenditure of nearly $70,000,000; as against only 10,279 new offices created under the Cleveland and McKinley administrations, which involved an expenditure of only $6,000,000. We denounce this great and growing increase of the number of office-holders as not only unnecessary and wasteful but also as clearly indicating a deliberate purpose on the part of the administration to keep the Republican party in power at public expense by thus increasing the number of its retainers and dependents.

"The conscience of the nation is now aroused to free the government from the grip of those who have made it a business asset of the favor-seeking corporations. It must become again a people's government and be administered according to the Jeffersonian maxim: 'Equal rights to all and special privileges to none.'"

In view of the innovations now proposed of government ownership and operation of the express, telegraph, telephone business, etc., Democratic leaders are pointing out that the platform then declared in favor of efficient regulations of such utilities, but not in favor of government ownership and operation of the same. The historic position of the Democratic party, it is recalled, is that public expenditures shall be limited to the needs of government economically administered. Republican members of prominence declare that in this attitude there is little or no difference between those who follow the ideals of Jefferson and those who follow the principles of Lincoln. Old-line Republicans as well as old-line Democrats, not imbued with socialistic principles, are now sometimes predicting that, within a surprisingly few years, they will be found shoulder to shoulder fighting socialism.

These are saying that the government's entrance into the express-carrying business is sure to be followed by a terrific effort upon the part of all those who have privately, if not publicly, accepted the teachings of socialism, for the government's entrance into ownership and operation of the telegraph systems; and, if into these, why not into all others?

The first would entail, they say, an additional army of employes, federal control of all highways wherever operated, innumerable drays, wagons, automobiles and warehouses and the enlargement and re-building of postoffices necessary to carry "the billions of parcels" predicted by the postmaster general. The condemnation and taking of the property of the express companies, they say, would almost inevitably result in the government ownership and operation of railroads, something which the "Postal Progress League," which has engineered the campaign for parcels post, openly advocates "with lowest possible rates regardless of distance," as they express it. Reilly bill, House of Representatives, introduced last session, provides for this.

As American postal employes are paid about twice

the salaries of employes of the express companies, twice the salaries of postal employes in England and three times as much as in some countries, and as the average haul would be at least ten times as long as in England, it is estimated that deficit from the parcels post would amount to at least $150,000,000 yearly. Such corporations as Montgomery Ward & Co. and others have had their representatives in behalf of this legislation before the senate postoffice committee. This is causing some of those who want to avoid the impending deficit again to point to what is said in the Democratic platform about "favor-seeking corporations."

In northern as well as in southern states, the provision of the constitution that "powers not delegated to the United States by the constitution, nor prohibited by it to the states, are reserved to the states respectively, or to the people," is universally accepted as one of good sense. The independence of the people north, as well as south, causes the majority to look with alarm upon the entrance of the federal government upon a program of socialism. The failures of the Oneida community, that of Upton Sinclair and of New Harmony are not forgotten.

They remember also that in such communities loose notions of religion and of family ties have usually prevailed. This is a reason why churches generally and one church in particular, to its credit, have so strongly opposed socialism. Particularly in the North, there are large numbers of Germans and other immigrants from Europe, who much prefer our simple form of government to the intermeddling of "uppish" officials, such as they had to endure in the strongly centralized governments of Europe. These prefer the opportunities which come from the exercise of industry and thrift, and distrust the beginning of any socialistic system, the adoption of which means support by their efforts of the lazy and careless.

Among such, the question arises: "If the federal government should take over the transportation companies because it is alleged these make too much profit, what is there to prevent the government taking over a factory or business of any kind and operate it, or operate a competing business for less than cost, as the advocates of parcels post desire the government to operate the express-carrying business?"

Interview in Washington Post, Jan. 26, 1906

Third Assistant Postmaster-General Madden said, concerning the establishment of a Parcels Post:

"It is physically impossible for carriers to handle any more mail than they do today. We cannot burden them any more than they are burdened now.

"Therefore, if we go into the parcels post business, we must organize practically a new service of carriers with additional offices, wagons and horses for collection and delivery. This will mean a revolution in the service and the expenditure of an enormous amount of money, which will not be repaid by postage collected so long as the rates are uniform without regard to distance.

"If the zone system of rates is adopted the administration of the service would be very much complicated."

Interview with Postmaster-General Cortelyou by Frank G. Carpenter, Nov. 4, 1906

"But are there not many ways in which the postal service could be extended?" I asked. "All over Europe packages are carried by post and both farmers and merchants do an express business through the mails."

"I think the conditions are somewhat different here," replied Mr. Cortelyou. "Our distances are so great that it would be difficult to establish such a service and maintain a uniform rate of postage. We should either have to have a high rate or a temporary deficit. The express companies would compete with us in handling packages under the 'zone' system for short distances. The result would be that Uncle Sam would get all the long-distance parcels and the express companies all the short-distance parcels. The government would, therefore, work at a great disadvantage. Indeed, I doubt whether it would be wise at this time to ask congress for a separate parcels post."

PENNSYLVANIA EDITORIAL ASSOCIATION

Pittsburgh, Pa.—The annual meeting of the Pennsylvania State Editorial Association was held at Harrisburgh on March 11 and 12. Among the speakers were the Hon. John K. Tener, governor of Pennsylvania, and Erasmus Wilson, the "Quiet Observer" of the Pittsburgh Gazette-Times. A banquet was held Monday evening at the Commonwealth Hotel at which Hon. R. P. Habgood of the Star-Record of Bradford, Pa., acted as toast-master. Dr. Harvey W. Wiley, the government pure food authority of Washington, D. C., was introduced as the "Sherlock Holmes of the Pantry," and spoke on "What the Newspapers Can Do to Promote Public Health." Hon. William C. Sproul, the father of the Sproul good-roads bill, discussed "Practical Public Works." In "The Old and the New," Henry Houck, secretary of internal affairs of Pennsylvania showed the progress made by Pennsylvania in promoting good health, good roads and good schools.

Tuesday, the annual election of officers was held and the following were elected: President, Geo. W. Wagenseller, Middleburgh, Pa.; first vice president, J. H. Zerby, Pottsville, Pa.; second vice president, Fred Newell, Canton, Pa.; third vice president, R. H. Thomas, Mechanicsburgh, Pa.; secretary-treasurer, R. P. Habgood, Bradford, Pa., and assistant secretary, Miss Anna McGraw, Bradford, Pa.

The Portland (Ore.) Ad Club has taken up the educational idea recently started in several of the ad clubs throughout the United States. The "Inner Study Circle" of this club held its first regular semi-monthly on March 4 with an attendance of fifty. The purpose of the "Inner Circle" was thoroughly explained and a program for future meetings was planned with the idea of enabling the members to create better advertising—bigger advertisements—more advertisers.

The regular Wednesday luncheon held by the Portland Ad Club on March 6 was San Francisco day. After regular business was transacted, the president turned the meeting over to the chairman of the day, Julius Meier of Meier & Frank Co., who is chairman of a commission to select the site at the Panama-Pacific exposition for the Oregon building. A special train with over 200 Oregonians will leave Portland on March 12 for San Francisco, where they will have the honor to select the first site for a state building at this "Biggest of All Expositions." Governor West was the honor guest of the day. Other speakers were T. B. Wilcox and G. H. Travis of Eugene.

Bridget and Pat were seated in a hammock, reading an article on "The Law of Compensation."

"Just fancy!" exclaimed Bridget, "accordin' to this, whin a mon loses wan av 'is sinses, another gits more developed. For instance, a blind mon gits more sinse av hearin' an' touch an'——"

"Sure, an' it's quite true," interrupted Pat. "Oi've noticed it myself. Whin a mon has one leg shorter than the other, begorra, the other's longer."—National Monthly.

The National Press Association

Arrangements for the Convention in Chicago June 24, 25 and 26 of Interest and of Direct Value to All Members of the Crafts of Printing and Publishing and Allied Trades.

RECENT letters from Secretary W. F. Parrott of the National Press Association map out a general program that ought elicit the active co-operation of newspaper makers, printers and publishers, and all manufacturers or dealers in machinery, type, implements or appliances for members of the graphic arts in any and all branches and departments.

There is to be an exhibition as well as a convention. All manufacturers and dealers are invited to co-operate and be represented by both men and products, presses, machinery, type and all other articles intended for the use of printers and publishers. The convention is held in a great central metropolis to make this possible.

The secretary writes with urgent enthusiasm as follows:

The gathering is not a mere press association meeting but rather a greater get-together family affair, the largest exposition of publishers' and printers' supplies ever before attempted. A department affair, under skilled heads or chairmanship, that will treat all subjects upon a practical basis. A sort of school of instruction idea; an institute of learning; a post-graduate course in the entire field of endeavor, giving due and careful consideration to the questions of cost finding and greater efficiency in production.

Every newspaper association in the United States has been invited and urged to affiliate with the new order of things. A member for an executive council has been selected in each state and every effort is being put forth to make the meeting a success. Papers are taking it up, trade journals are making it a slogan, speakers are discussing it at state and district meetings and your aid is earnestly solicited. It is to be a case of the supply man, the publisher and printer (the lion and the lamb lying down together) dwelling in peaceful harmony and above all accomplishing good for one another.

In brief, the association wants you to become a member of the organization, the membership fee is $2 and the secretary will be glad to enroll your name, send you a certificate and an association button upon receipt of said remittance. Then we want you without fail to make an exhibit at this meeting at Hotel Sherman. All the firms are to be represented. For space write at once to W. H. French, president of Barnhart Bros. & Spindler, Chicago, who has the matter in charge. Better also write the secretary of your good intention.

Now that we have your ear, or hope we have, we want you to do general missionary work all along the line and through your traveling representatives. The boys are boosters. Have them make their regular calls with the greeting slogan: "All aboard for Chicago, June 24-26, the greatest gathering of newspaper men and printers ever held." Have them keep it up in school and out. Make and hold a sentiment for what will prove a mutual benefit, the uplift of the publishers' and printers' craft, better business methods, a cost system, a perpetual inventory, greater efficiency and last but not least, discount cash customers.

The four departments established are as follows:

Department publisher, printer, cost system, Chairman John Clyde Oswald, American Printer, New York City.

Department daily paper, Chairman J. P. Hall, Jamestown, N. Y.

Department weekly paper, Chairman Ovid Bell, Fulton, Mo.

Department journalistic education, Chairman Dean Walter Williams, State University, School of Journalism, Columbia, Mo.

Aside from these departments, there will be regular association meetings and a program of great strength.

Write the secretary, ask any question you desire, but boost and boom.

Secure your space for an exhibit, early, of W. H. French.

If you have a suggestion for any of the various departments, anything useful and practical, please write and tell the heads of the above departments about it.

Remember it is your meeting as well as the other fellow's. It is up to us all to make it a complete success, lay the foundation of a new era in the printing profession.

This, to be sure, is a year of politics and agitation, but business will go on just the same and there will be more printing than ever before, and there is more money in printing than in politics. With improved methods and efficiency, along lines that are receiving general attention, printing is reaching a condition of financial soundness and of honest profit-making that only needs fostering, continuing and encouraging to place and keep the craft well up in the lead of American industries.

Here are other good things that are set forth, more specifically, though briefly, to the members of the craft:

A printers' and publishers' exposition, two hundred exhibitors invited. A better and larger display all under one roof, Hotel Sherman, than can be seen in three weeks in the ordinary visit to the markets of the nation.

Practical suggestions under department heads and in charge of successful men. No theory, actual delivery by experienced people.

Program of untold value to the older members, an inspiration and post-graduate course to the student in both printing and journalism. A satisfactory answer and demonstration to vexed questions that have been puzzlers for years.

A practical illustration, and the absolute necessity, of the establishment of a cost system, whether a one-man shop or a larger plant, a weekly paper, a daily paper, cost must be shown.

It is within the power of the re-organized association to assist and impart valuable and useful information as no other organization can or will.

And finally to give the members an outing, a sight-seeing trip through the great state of South Dakota. A visit to all the important cities of the state with entertainment morning, afternoon and evening. A visit to Hot Springs, a bath, a trip to the wind cave and pilgrimage to the Black Hills. This and much more, all without cost, save Pullman fares, when the party reaches the border line of the hospitable state.

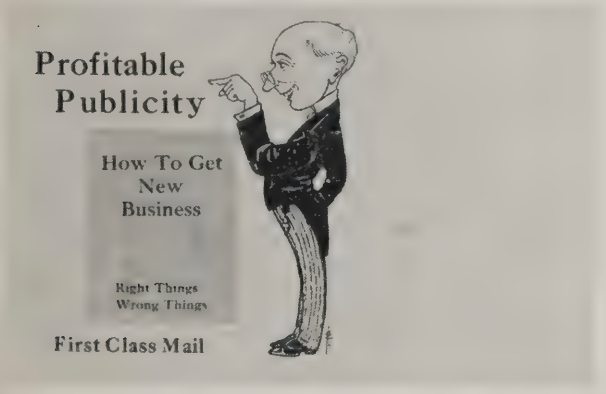
MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Department to National Printer-Journalist, Chicago.

MAILING cards, circulars and folders, designed for use at the one-cent rate to circularize a regular list, are classes of advertising calling for the best efforts of the printer-advertiser and possess numerous pitfalls as well as great opportunities for business getting.

This class of advertising affords a chance for the display of the greatest skill and ingenuity, and no pains must be spared to "put over" the message that it is designed to carry. In this class an exceedingly fine line is drawn between the "quick and the dead" and some one unusual feature or well-executed detail may be the means of saving the message from an early grave in the waste basket.

Such advertising, sailing frankly under its true colors, will make its first appeal from the pile of morning mail on a busy man's desk and from the



first glance must make good. Whether this glance arouses curiosity by a veiled or humorous message, by an unusual format, startling or subdued and beautiful color scheme, matters not; but the whole crux of the matter lies in its power of attraction by one or more unusual features.

To follow up this impression with a straight-to-the-point story, is the next part of the problem and, unlike the preacher's sermon, do not make it so long that the reader will remember the "Amen" as the best part, because he doesn't have to wait for the end.

An excellent example of this class is a mailing card folded twice to five by eight inches, from Williamson-Haffner Engraving Co., the front of which is here reproduced. (1) showing a cheerful and striking illustration, a vital legend and an ingenious cutout, through which shows the title page of a little sixteen-page booklet, "How to Get New Business—Right Things, Wrong Things." The folder is printed in orange and brown on heavy india tint stock and the little book shows through in a darker brown stock in red and brown. Curiosity alone will make one raise the first fold to see what the different stock is doing there underneath, whereupon the booklet is disclosed, held in place by a slit in the third fold of the larger card, and an examination keeps the interest up to the end, as it is filled with short snappy suggestions to advertisers as follows:

Business Building.—The manner in which you go after new business is your best or your worst advertisement.

What They Think.—Your success depends on what people think of your methods of reaching out for new business.

Proper Viewpoint.—In figuring how you can make the right impression—put yourself in the place of the public, and try and look at your methods from their viewpoint.

The Time.—When a reader's eye first lights upon your advertising matter, that is the time you should get him started in your direction.

Same quality.—Insist on your printed salesman having the same forceful personality—the same neat and attractive appearance that you would demand of your road or city salesman.

A Secret.—Success often depends on the difference between the $50.00 you paid for a poor printed salesman—which was a failure—and the $75.00 which would have bought you the right kind—and results.

A Hint.—In planning your advertising, secure the services of men who have devoted a lifetime to perfecting themselves for that work.

Methods.—Don't use methods handed down from the stone age—and expect to keep up with your competitors.

Sense.—Don't hit a man over the head with a "billy" of mere words and expect to get paying results.

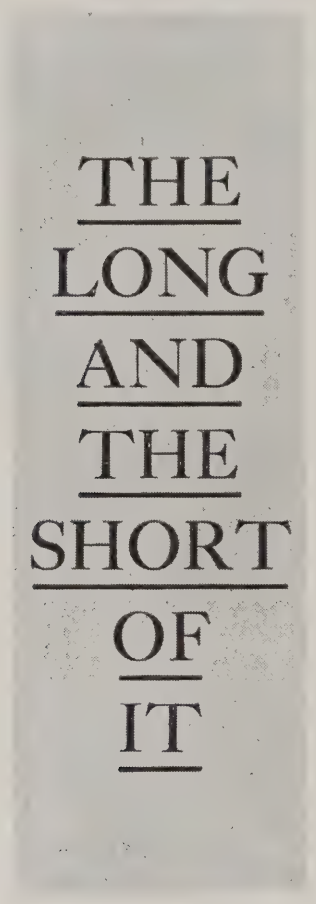
Advice.—Don't print what you do say on the poorest kind of stock—with a combination of lampblack and molasses, and expect a comeback.

Dress.—Don't send your ad matter out in blue jeans breeches and a hickory shirt dress—and expect the recipient to frame it for future reference.

When you are sick you send for a doctor; when you get caught you send for a lawyer; when you are told it's the ferry over the River Styx for you, you send for a preacher; when you want something to increase your business and your bank roll, send for a representative of The Williamson-Haffner Company, or come and see us. If you can't come, write—or telephone.

Nor do The Williamson-Haffner Company, who evidently originate some clever ideas in Denver, let any weeds grow in their back yard, as the last page is as forceful and striking as the first.

From the same firm comes another good idea, "The Long and the Short of It," this legend appearing alone on the outside of a three by eight folder which opens up by a clever "unraveling" to an



eight by sixteen-inch sheet containing a "Long Story of Your Engraving and Printing Troubles." Off the right side of this large sheet open three cute little folds, three by five and one-half inches, telling the "short" way out of these troubles.

✣ ✣ ✣

From the Griffith-Stillings Press of Boston comes "Co-operative Bulletin Seven" on "Buying Printing That Sells." An excellent line of selling talk is contained in a few sentences on the third page of this folder, the keynote of which is the "cost, plus ten per cent basis" of service in preference to buying printing by estimate. This is an idea—the getting away from estimates and bids and selling service—that is being pushed by the most progressive printers today and is good for an infinite variety of forceful arguments, every one of which is helpful to the printer using them as well as educating people up to a higher appreciation of the whole trade.

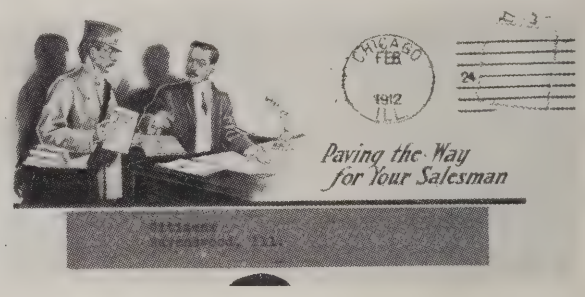
A passing comment on the imperfection of the working of the corners on the shaded tint rule in this specimen is hardly necessary, as it is probable that mine was one of a few such copies.

✣ ✣ ✣

Various schemes of return cards, detachable from or inclosed in mailing folders, afford good result-bringing mediums and have the additional advantage of providing a means of checking-up on results.

✣ ✣ ✣

The Partridge & Anderson Company, Chicago, are putting out an excellent three-fold mailing card, the middle section of which has a double slit forming an inch-wide band, securely holding a return postal, on which is the prospect's name and address, ready to be dropped in the mails; this address show-



ing on the front of the mailing card and serving a double purpose. An unfortunate oversight allowed the cuts to sever a line of reading on the back. This reading is a fine business talk on scientific management and efficiency in the making of designs and engravings, which was so well spaced that the mechanical defect could easily have been avoided.

✣ ✣ ✣

Before leaving this branch of advertising attention should be called to the importance of a carefully weeded and up-to-date mailing list. This advertising must seek to produce the personal feeling of salesmanship and many blunders can be avoided. The writer still receives advertising forwarded from another state where he was in business over six years ago. Now it is nice to be remembered that long, but no one likes to think that his account is not missed sufficiently by firms with whom he did a considerable business that long ago, that they continue to send him circulars amounting to some odd dollars for postage in a year, when he has long since changed his business. Neither does one like to get a weekly reminder that a firm, trying to get his business, calls him by a nickname owing to a grotesque spelling in carelessly making out a mailing list. No salesman would be tolerated who made these blunders, yet the printed salesmen are allowed to do so right along.

The day has passed when people throw their second-class mail away on general principles; too many real opportunities would be lost and many entertaining and instructive ideas would get by. On the other hand, don't let us show our patriotism by helping on the postal deficit unless we study the psychological effect of our mailing cards before they are sent out and put in our best efforts to get results.

An ingenious design, a clever folding or nice cut-out could be made to pay for itself in the execution of a similar order with the same dies or special design for some of your customers. To be sure they should think of that, but why not suggest it (at a definite price per fixed quantity), in an inconspicuous footnote?

The Get-Together Meeting of Michigan Printers and the Call to Sticks

A MEETING of Michigan printers and newspapermen held in Saginaw, Tuesday evening, February 27, voted to hold the first Michigan cost congress in Detroit, April 12-13, 1912, at a place in that city to be decided upon later. The meeting also selected a committee of ten printers, under the name of Michigan Printers' Cost Commission, to take charge of the cost congress.

The Michigan cost congress will not be allied with or controlled by any organization or body of men. The meeting will not be a convention; on the contrary, it will be a congress to which every Michigan printer is a delegate and in the affairs of which every printer has a voice.

The small printers and country newspaper publishers will be catered to especially. In the matter of the importance of keeping time on all jobs and ads and doing all those things necessary to arriving at definite costs every effort will be made to make the situation clear. The idea of the whole thing will be to show the small fellows the way to retire with a competence before reaching the age of 100 years.

Every Michigan printer and newspaperman should concern himself seriously about this first Michigan meeting. Some local note bearing on the cost congress should be published in all newspapers and every printer should correspond with some fellow craftsman with the idea of having him attend the meeting. A general boosting is necessary and must be forthcoming right away.

The commission will do all within its power to make this cost congress a success. It can't do it, however, without the support and attendance of the majority of Michigan printers and newspapermen.

Be alive to your condition; be concerned regarding the future; be appreciative of your opportunities; be awake in the morning, and be on time when the train leaves for the First Michigan Cost Congress. Failure to attend will be treated like failure to figure in stock—you'll lose.

TENTATIVE PROGRAM

"Cost Finding".....W. J. Hartman, Chicago
"The Printer and the Dollar".....
.....Franklin W. Heath, Philadelphia
"Efficiency in the Printing Office".....
.....E. St. Elmo Lewis, Detroit
"Machine Composition".....John J. Miller, Chicago
"Costs in a Country Printing Office".....
.....R. T. Porte, Cincinnati
"Organization".....Henry Allen, Chicago
"Technicalities of Modern Illustrating".....
.....Fred W. Gage, Battle Creek, Mich.

Other speakers are those from Detroit and Michigan.

Thursday evening preceding the cost congress the Michigan printers will be entertained with a buffet luncheon and smoker by the four fine paper houses of Detroit.

Friday evening the Detroit printers will entertain with the playlet "The Revised Proof."

GEORGE HARLAND

Proprietor Harland Printing Company, 71 Shelby Street, Detroit, Mich.; Chairman Michigan Printers' Cost Commission, which will conduct first Michigan cost congress at Detroit, April 12-13, 1912.

I started in business when I was very young, only 13 years old. Had to stand on two type boxes, one above the other, to reach the case. Had no education and no

George Harland, Detroit, Mich.

advantages. Was born in London, Ontario. Have lived in Detroit twenty-three years. Have a first-class medium-sized plant. Do first-class work. Have always paid my bills and have made some money. Have a cost system. Am still paying my bills and making more money. Have a wife and two daughters, am enjoying life, having a good time, do a great deal of fraternal work, and want to live to 100, at least.

Am doing all I can, and will continue to do all I can, to make Michigan's first cost congress a great success.

FRED W. GAGE

Battle Creek, Michigan

One of the members of the Michigan Printers' Cost Commission which is to conduct the first Michigan cost congress at Detroit, April 12-13, 1912.

Born in Manchester, N. H., 1866. Came west in 1879 with his father, who was for many years connected with the Manchester Minor of Manchester, N. H.

Had common-school education, learned printing business at the Review and Herald office, Battle Creek, Mich. Went into business in 1885 as Wm. C. Gage & Sons, later incorporated as Gage Printing Company, Ltd. Now treasurer and general manager of the company.

Author of Modern Presswork, a working manual for cylinder pressmen, and frequent contributor to trade magazines.

Twice married, has four sons.

Active in organization work among printers and engravers.

President of Employing Photo-Engravers' Association of America. Member of executive committee International Association of Photo Engravers, and secretary of cost committee of same organization.

Frederick W. Gage, Battle Creek, Mich.

Music, photography and outdoor sports—main fads.
President Battle Creek Amateur Club.
Secretary Battle Creek Chautauqua Association.
Plays piano, sings some.
Believes in living each day by itself—best possible.
Creed: Laughter, love, labor.
Added by J. S. McMillan: Mr. Gage is lovingly called "Dad" by all Michigan printers.

Edwin C. Peters, Saginaw, Mich.

EDWIN C. PETERS

Treasurer Michigan Printers' Cost Commission, Saginaw, Michigan

Was born in the city of East Saginaw, Oct. 29, 1871, receiving early schooling in the public schools of Saginaw. Entered the Michigan Agricultural School in 1889, graduating from there in 1893 with the degree of B. S. In 1893 entered the firm of Seemann & Peters (worked in the office during vacation periods as printer's devil) in the job department under the late Mr. C. H. Peters as an assistant to him. After the death of Mr. Peters, Nov. 12, 1910, the firm of Seemann & Peters (which was established in 1879) was incorporated and then assumed the position of general manager, secretary and treasurer of the incorporated concern. The writer has attended several of the cost congresses and has been a director of the Ben Franklin Club of the Saginaw Valley, being an active worker in the cost finding and betterment of the printing conditions.

Added by J. S. McMillan: Mr. Peters is one of the most popular and influential members of the printing craft in Michigan. He is one of the most willing workers in organization affairs, and in promoting the Michigan cost congress he will be found one of its most effective boosters.

JOHN B. RIEG

One of the members of the Michigan Printers' Cost Commission which is to conduct the first Michigan cost congress at Detroit April 12-13, 1912.

Born in Conneaut, Ohio, Dec. 5, 1872, and being the son of the proprietor of one of the old-time country newspapers, learned the trade thoroughly from making rollers to writing obituaries. Completing school in 1890, he

John B. Rieg, Kalamazoo, Mich.

stayed with his father until 1897, when he spent three years in representing the wholesale department of The Courier Company of Buffalo. Like all disciples of Gutenberg, printers' ink stuck to his fingers, and he gave up the wholesale paper line and entered the sales department of the Akron Printing Company of Akron, where he remained three years and then removed to Kalamazoo, where he has since been identified with Ihling Bros.-Everard Company. He has always been in the forward ranks in organization work among the craft and his genial

smile is familiar to a majority of the printers of the middle west.

Added by J. S. McMillan: Mr. Rieg is always on the job when there is organization work to do. He can be counted on as a tireless worker in the uplift cause.

ALLETZ K. TYSON

Grand Rapids, Michigan

One of the members of the Michigan Printers' Cost

Alletz K. Tyson, Grand Rapids, Mich.

Commission which is to conduct the first Michigan cost congress at Detroit, April 12-13, 1912.

Alletz K. Tyson, practical printer.

Powers-Tyson Printing Company, Grand Rapids, Mich.

Manager printing, compositors and bindery of above company.

Chairman executive committee of Grand Rapids Typothetae Association for past five years.

Also secretary of Grand Rapids Credit Men's Association for past three years.

Attended both Chicago and St. Louis cost congresses.

Added by J. S. McMillan: Mr. Tyson is one of the strongest men on the cost commission. He does all of his work quietly, yet the results of his efforts are an important factor in the cause. Mr. Tyson is getting a lot more than his share of publicity for the cost congress in Grand Rapids and western Michigan. His appeals for co-operation are irresistible.

RALPH L. RIPLEY

A Member of the Michigan Printers' Cost Commission, Lansing, Michigan

Ralph L. Ripley was born April 26, 1874. He became a "devil" at the age of fourteen and has been connected with the trade ever since. Started his education in the office of the old Port Austin Post, in the "Thumb of Michigan," and graduated from the office of the D. D. Thorpe Company of Lansing.

In 1907 he became associated with Mr. P. F. Gray, also a practical printer, and together they purchased the job printing shop of the H. H. Stalker Company. This concern was one of the low-price shops of the town.

Two years ago they became innoculated with the "cost" bug and by insisting on a fair margin of profit above their costs have succeeded in building up one of the best lines of customers in Lansing.

Mr. Ripley was appointed a member of the Michigan Printers' Cost Commission, and is boosting the Detroit meeting in his territory in every way he knows how.

J. S. McMILLAN

J. S. McMillan, secretary Michigan Printers' Cost Commission. Born February 9, 1875, Monroe, Mich. Entered printing business May 1, 1903, at Monroe. Not a practical printer.

President McMillan Printing Company, Monroe, Mich., and J. S. McMillan Printing Company, Detroit, Mich.

Member Ben Franklin Club of America, one of its

J. S. McMillan, Monroe, Mich.

directors and a member of its cost commission.

Member Detroit branch of United Typothetae of America.

He is one of those responsible for the calling of the first Michigan cost congress.

As secretary of the commission in charge of the work he is some busy individual.

ADVERTISE IT

If you have printing to sell
Advertise it.
Do not be afraid to tell,
Don't disguise it.
How do you expect to thrive?
Let the world know you're alive,
Get the people 'round your hive,
Advertise it.

If ad space your product be,
Advertise it.
Give it wide publicity,
Don't despise it.
They who've led the money dash
Used the advertising lash,
If you've got the best o' hash,
Advertise it.

If you're out of work, my son,
Advertise it.
That's the way great things are done,
N'one denies it.
Let the world know every day,
You are ready for the fray,
If you're strong for steady pay,
Advertise it.

The Recall of Judges

THIS is not even a political and certainly not a partisan paper, but one question has been impressed upon the mind of the editor, in a way that seems to deserve comment, in the interest of a great industry, and that is the one of judicial recall. The issue has been frequently stated but has resolved itself into the following propositions:

If the interests, the monopolists or even the administration, or reigning politicians, control the courts, it matters little who makes the laws of the country. If the people—who directly, or through their representatives, chose the judges—control the courts, the laws will be interpreted in the interest of the people, in harmony with the principles of a free government of the people, for the people and by the people—for the establishing of right and justice—not favoring any single interest, any class of men, monopoly, trust or administration.

Judges are human and are influenced by education, association, preconceived beliefs and the authority of the appointing power. They are, in general, not chosen from among the independent, aggressive, self-reliant members of the legal calling, but are oftener of the good-natured, easy going, conservative class, anxious to please and to appease the members of the bar who practice before them. They are not inclined to go into any extended original investigation but to be bound by precedents and to decide, in the most accommodating manner apparent, the questions of law as presented by the attorneys of each side, and to give them all possible latitude. They are, as a rule, little inclined to enforce rigid rules of practice or to compel the forwarding of cases with a speed and efficiency necessary to prevent vexatious delays and to secure speedy justice or to prevent burdensome appeals and costs. In the lower courts, judges are nearly always inclined to favor the side of the plaintiff. There is no branch of our government in which reforms are so much needed as in our courts. The courts have always been responsive to the direct, immediate ruling power that has stood between them and the people. The "Bloody Assizes" in England furnish a terrible instance, and hundreds of others might be cited. Would it not have been a glorious thing had the people had the power to recall the cruel Jeffreys when he was sentencing 320 to death and over 840 to be transported, while enforcing the decrees of the chosen few, who claimed to rule all the people for their good through Divine right? To claim that the courts should not be responsive to the will of the whole people, as expressed by the laws enacted by them, is a step backward to the ideas that existed under the claim of the Divine right of kings to rule as the representatives of God. Besides, unfortunately, judges have, too often, proved venal. The people have been deceived and have been betrayed and have been much in need of the power of recall.

A not uncommon instance of the subserviency of the courts to the views of the ruling administration in government, has recently been illustrated by the recent report of the postal commission, presided over by so good a man as Justice Hughes. In the report made, the whole original intent of congress, when fixing the rates of postage on newspapers and periodicals, was ignored, as well as also the beneficent and profitable results of the workings of the system for the benefit of the people and to the profit of the government in the promotion of its business. The original intent, of the rates fixed for second-class mail matter, was the spreading of intelligence among the people, and all the benefits of the lower postage have been passed over by the publishers to the people. Not only has the cheaper rates of second-class postage brought about the intended result of broader intelligence among the people, the better understanding of all governmental, economic, social and political questions, and of proper general police and sanitary regulations, but has tended to the improving and building up of agriculture, all the trades and industries and the increase of commerce, and of informing and profitable business correspondence from which the government rightly receives large profit—a hundred-fold greater than the added cost of carrying second-class matter. These matters have all been brought to the attention of the postal department through various hearings and have been admitted by previous commissions and former postmaster generals, and all these things and many others, alike important to the people, have been ignored and the judicial commission simply finds that doubling rates of postage will not bring distress upon the publishers of newspapers or periodicals, although there was no proof to be found anywhere to maintain such an assertion. It is certain that such a raise in postage rates would bring an increased burden on the people who pay for the periodicals. How much the higher rates, that it would be necessary to charge for newspapers and periodicals, in order to meet the new burden of increased postage, would decrease circulations and curtail needed information to the people, decrease business and business-correspondence, from which the government gets great revenues, no one knows. In proportion to services rendered, the publication business, as a whole, yields less returns than does any other business known among men, that requires like capital, risk, industry, training and ability, and there is no other calling or business for which the people, who consti-

tute this government, receive so great and direct benefit; no other business so absolutely necessary to free government by the people, and no other that indirectly adds so much to the government's postal revenues. A few publications have won great successes, but they have been of great benefit and have deserved success although they have not always been in harmony with the theories and views of the present administration. They have advocated their theories and principles in the open, and that their views have met the considerate approval of the people, has been shown by the great successes to which these journals have attained. But we did not intend to go further into this matter than merely by way of illustration, for all questions involved have been thoroughly presented, from time to time, for ten years or more. It may be permitted to remark, however, as an answer to the unsupported dictum of the commission, and the reason given by the President for doubling the rates of postage, "Because they are now not only educational but highly profitable," that the official reports of the postoffice department, open alike to the judicial postal commission and to the President, show—we quote from a pamphlet by Smith D. Atkins entitled "Twenty-five Years Behind the Times and Looking Backward":

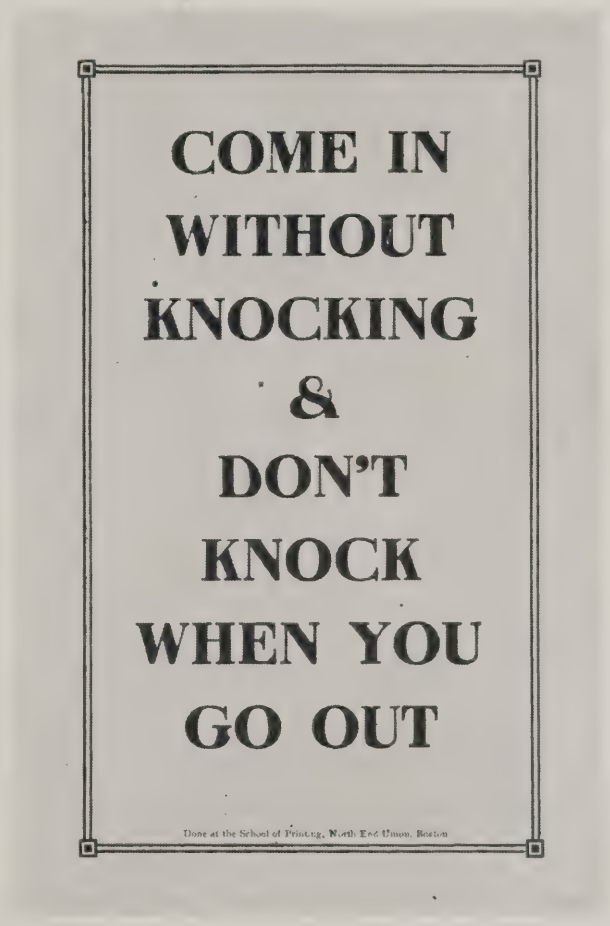
"That 3,519 publications discontinued issue in 1909, 3,725 in 1910, and 3,335 in 1911, a total of 10,579 for the last three years—more than one-third as many as are now published. Since 1901, 42,639 publications have given up the ghost, which is one and one-half times as many as are now in existence. Here we find that over ten papers die every day in the year under the one-cent rate; did the commission or the President estimate the probable mortality under a two-cent rate? Obviously had these publications been highly profitable, they would still be alive. The habit of profitable enterprises is to live and not to die."

The trouble is, that courts are guided by precedents, by decisions and judicial findings and dictums of the past in cases which, though seemingly related, were rendered under entirely different conditions and principles of government. The decisions of our courts were first guided by decisions of English courts and then by decisions that were based thereon as well as by the old decisions. There is in this country progressive legislation, new laws and customs affecting police and other regulations that can not be justly decided by the musty precedents of the past and there must, seemingly, be, at times, an appeal to the great court of the people, who have the power to make and adopt new, or to change old, constitutions, to declare what shall be the laws or the force of the laws that they have adopted in the light of the new conditions and needs as against outgrown customs and precedents.

+ + +

Judicious Advertising Never Increases Costs

That judicious advertising never increased the cost of living and that the medium of advertising has taught us the joys of living was told to the members of the Pittsburgh Publicity Association by Samuel C. Dobbs of the Coco Cola Company, who addressed the club at a banquet held in Pittsburgh on March 12. Advertising men from the entire Pittsburgh district were present and heard Mr. Dobbs discuss the value of some of the present-day methods used in advertising, and also the worth of some of the trademarks which advertising has so popularized that they have become household words. He urged truth in advertising and said that advertising by itself does not pay, that there must be back of all advertising quality of product. Good advertising does not depreciate, but on the contrary, its value is cumulative. Much emphasis was given to the growing tendency toward integrity in advertising, and illustrations were cited of how some of the prominent publishers of the country had rejected large amounts of advertising copy because it was of a questionable nature, and the statements contained therein could not be guaranteed. These statements of Mr. Dobbs are in line with the object of the Pittsburgh Publicity Association which is to promote honest and truthful publicity.



Done by the School of Printing, North End Union, Boston

Sign at the rear of a doctor's automobile: "12784 ILL."—Chicago Tribune.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

COTTRELL MULTICOLOR ROTARY PRESS

One great difficulty in the way of printing exact reproductions of color originals by the methods heretofore in use, is due to the necessity of printing each color separately and allowing it to dry before the next color is printed over it. The artist does not work that way; he mixes his colors wet, as also does a dyer and all others who produce fine color products. Another difficulty is the practical impossibility of registering every color on every sheet, due to the shrinking and stretching of the paper under varying atmospheric conditions, and due to variations which come from running the sheets through four different sets of grippers.

These difficulties are met by the new Cottrell multicolor rotary press, which prints the four colors upon each other wet, thereby making it possible to reproduce the original exactly. The colors are printed in the usual order while the sheet runs through the press once, the same set of grippers carrying the sheet until all the colors are printed. This makes the register absolute and eliminates all atmospheric variations in the paper.

As every printer knows, when one color is printed at a time on flat-bed presses, the pressman follows as near as possible the color charts supplied him for that purpose, but it is very common to find that too much or too little of some color has been used, making it necessary to flood the sheet with an extra amount of a later color in the effort to secure something near the desired final reuslt. On the Cottrell multicolor rotary press each sheet as delivered shows the final result; the pressman can vary the supply of any color until he gets the effect he wishes, and after the press is started every sheet shows a uniform result. As soon as the Cottrell multicolor press starts to print, the perfected product is ready for the shipping department. About one-third less ink is required, though naturally it is of a special quality in order that the color may be successfully superimposed wet.

By the ordinary method of flat-bed printing, there is a loss of from four to ten per cent in sheets spoiled by lack of register, etc., the variation in the percentage being due to the standard set by the inspector. On the Cottrell multicolor rotary press there are no sheets out of register, and the spoilage from all causes is shown by experience to be under one per cent. The elimination of register difficulties allows the press to run faster than a flat-bed press can be successfully run on register color work.

The Cottrell multicolor rotary press consists of one large impression cylinder and four plate cylinders, each with its own inking mechanism. The sheet is taken by the grippers on the large impression cylinder, is carried under the yellow printing mechanism, then the red, then the blue, and finally the black, delivering the sheet completed; at the same time automatically delivering a slip-sheet if desired. Naturally, the four colors take their impression at the same place on the one impression cylinder, and it is manifestly impossible to make the four colors ready on the same impression cylinder by ordinary methods. This condition is perfectly met by putting the make-ready in the plates themselves, which is accomplished by the McKee process of making self-printing plates.

The economies of the press are apparent, as it prints four colors at one operation at a higher speed than a flat-bed running one color, with only one handling of the paper instead of four, but its most remarkable features are the exactness of its reproductions, the absolute register and the unusual uniformity of its output.

The Cottrell multicolor rotary presses have been in use by the Curtis Publishing Company for two years, printing colored inserts, "doll pages," colored covers of the Ladies' Home Journal, colored advertising pages, etc. This Philadelphia concern now has seventeen of these presses in daily operation, and there are others in use in New York and Chicago.

These presses open up an entirely new field for color reproductions, not only for publishing purposes, but for commercial work. They open the way to bring merchandise still more clearly before the possible buyer at a distance by showing him in absolute reproduction how the actual goods would look if brought before him.

Additional information as to both the McKee process of producing self-printing plates and the Cottrell multicolor rotary press, can be secured from C. B. Cottrell & Sons Company, 25 Madison Square North, New York City.

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DUPLEX PRINTING PRESS CO. COMPLETING BIG ORDERS

While enjoying a personally conducted trip of inspection at the big factory of the Duplex Printing Press Co., Battle Creek, Mich., a representative of this magazine was greatly pleased to witness the evidences of growth and of the world-wide field covered by the products of this great factory.

There were seen presses under construction and nearing completion to be installed in far distant and separate newspaper offices, abroad as well as in America. Among those inspected were two flat-bed presses nearly ready for shipment, one for an office in Madrid, Spain, and the other in Cairo, Egypt. Also two for Mexico were nearly completed.

Presses are now in the process of building for the Times-Dispatch and News-Leader offices in Richmond, Va., probably the largest order for pressroom equipment ever placed in the South. Also the first machine of a large order, for complete pressroom equipment, to be installed in the New York Tribune office, is already under construction. The Duplex Rotary Presses are to displace all others in the Tribune office.

It is said that the Duplex Printing Press Co. has sold in one month recently more Tubular Plate machines than all other companies together have sold of corresponding machines in the past year.

In a recent, entirely unsolicited communication, a new customer says: "I made an exhaustive inquiry and examination into the merits of the various machines manufactured. . . . My final decision was that the Duplex Tubular was a superior machine in every respect to any of its class now on the market, and I purchased that press. It cost me more as an initial investment but ultimate results made it worth it."

Another letter of indorsement from J. L. Kinmonth, editor and publisher of the Asbury Park Press, N. J., also unsolicited, reads:

In giving you my order for a 20-page Duplex Tubular-Plate Press I want to say that it was not price that landed me. The machines offered in competition were the . . . which I would not consider on account of columns running lengthwise of the cylinder, half-speed mechanisms, etc., and the . . . , which is not a single-plate press except for half-speed production. I need full speed,

particularly on days when we print more than ten pages. Later I visited a pressroom where one of the above presses was in operation. They were printing at a speed of only 9,000 per hour, a 12-page paper consisting of two 4-page sheets and two 2-page sheets, which were cut above the former and carried down to the folder by tapes. This sort of mechanism would, I know, cause trouble.

Before purchasing the Duplex I had my name put on the mailing list of about fifteen papers using the same machine, and received their copies daily for one month—not selected samples, but average product, just as they came from the machine. I found that the presswork was uniformly good where competent pressmen and stereotypers were employed. Being still unsatisfied, I appealed to a personal friend of mine, who, by the way, is an officer of a leading printing press manufacturing concern in the East, and he in turn directed me to a personal friend of his, who was using the first Duplex Tubular-Plate Press ever built. The reply of this publisher was positively to the effect that he was well satisfied and pleased with the press, and copies of his paper were submitted in evidence. I saw the first run on a 20-page Duplex Tubular-Plate Press at the Cedar Rapids, Ia., Gazette office, and have since seen your machine of other sizes running in New York City and Brooklyn. I am now finally convinced of the superiority of your machine to the extent of paying you more money than any other press would cost, carrying a similar number of plates.

Wishing you the success you deserve, I am,

Very truly yours,

J. L. KINMONTH.

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"A NEW KINK" SHOWING A PRESS AT WORK

A little booklet, only two and one-half by three inches in size of pages, and one-fourth inch in thickness, has reached this office, that shows, by means of half-tone reproductions from photographs, the working of The Goss Comet Flat Bed Web Press. It contains eighty pages of illustrations. Twenty-eight separate photographs, from snap shots, were taken at different positions. The book is bound in red and the following, printed in black, on the first cover page, tells the purpose and scope of the interior pages: "Flip the pages of the booklet and see the press print, fold and stack the newspapers. The Goss prints from roll paper, and type forms; it will print 4, 6 or 8 pages of a 6 or 7 column newspaper." The pages of the booklet, when flipped as directed, will show the press in action. The designer of this scheme or "little kink," as he calls it, is Paul F. Cox, the inventor and patentee of the Comet press, and was intended at first as a matter of pastime, but its merit as a demonstrator of this press was noticed at once, hence the publication, which will be mailed to any address on the receipt of five two-cent stamps. Write the Goss Printing Press Company, Sixteenth street and Ashland avenue, Chicago, Ill.

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LATHAM MACHINERY CO. N. Y. OFFICE—A NEW AND LARGER BUILDING

On April 1, the Latham Machinery Company's office in New York will be at 124 to 132 White street, four blocks above their old headquarters at 8 Reade street. Their new location is right opposite "The Tombs."

The New York office has been at 8 Reade street for twelve years, and their volume of business, in spite of the fact that most of their shipments of machines are made from the Chicago factory, has demanded that they move to larger and better quarters. In their new quarters they have three times as much space as formerly and are carrying from three to five duplicates of each machine they manufacture, in order to give quick delivery to printers and bookbinders in the eastern territory. In addition to this, they carry 15,000 pounds of various sizes of wire, and all sizes of standard and special loose-leaf punches for their multiplex, duplex and bench punching machines.

They have a splendid showroom which does justice to all of their machines, and they will be glad to have their friends in the trade pay them a visit at any time, now that they are well established in their new quarters.

This move is one of a series of many changes which have taken place in the Latham Machinery Company within the past year.

Nine months ago they established a branch office in Philadelphia, and not long ago the Boston office moved to larger and better quarters at 130 Pearl street, Boston, Mass.

These facts go to show that the business of the Latham Machinery Company in the East has evidently progressed a great deal within the last few years.

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The Mergenthaler Linotype Company are sending out, under the title "What Your Neighbors Say About Multiple Magazine Linotypes," in portfolio, composed of neatly printed covers and a title sheet, some thirty photo-reproduced letters, on stock of different colors, supposedly the same as the originals. These letters are from leading newspaper publishers, business managers and printers from different parts of the United States, and give highest commendation to models 9 and 8 of the four and three magazine linotypes. The letters are instructive as to the value of these machines in different lines of work. The economy of the use of the machines, especially "Model 9," is brought out in a most convincing manner. These letters certainly furnish a very forceful and convincing kind of advertising.

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A supplement to "One-Line Specimens of Linotype Faces" has just been printed and is being sent to linotype users. The original of "One-Line Specimens" contained about five hundred and twenty-five different faces of linotype matrices. This was in August 1910. The present supplement contains no less than one hundred and twenty-five new faces and combinations which have been completed since that time. This demonstrates the fact that the linotype matrix department is keeping pace with the requirements of linotype users in the production of new and up-to-date type faces. The supplement shows that many of the series which were not completed in the original edition have had the lacking sizes added, so that in almost every instance the faces can be had in the entire range of sizes. This is in keeping with the settled plan of the Mergenthaler Linotype Company, and will be adhered to as closely as possible. It will be the aim in the future not only to complete existing series, but also to cut new faces in the various sizes whenever feasible and the demands of the trade seem to warrant it.

The broadened scope of the linotype made possible by its entry into the field of job and display composition with the new multiple magazine machines—quick change Model 8 three magazine linotype and quick change Model 9 four magazine linotype—and its constantly increasing use for large newspaper headings and department store ad work have rendered necessary the cutting of a number of two-letter job combinations, head-letter faces, and advertising figures, in addition to what was already a fairly complete assortment when the "One-Line Specimens" was issued. These are all shown in this supplement.

Individual specimen sheets of any of the faces in the "One-Line Specimens" or in this supplement, showing the font in adequate display, will be mailed on request.

An entirely new and revised book is under way and as soon as completed a copy will be delivered to each office using linotypes.

The American Type Founders Company shows a pleasing variety of attractive new borders in a tasty little booklet bearing the title of "Nuggets." The borders are not exactly gold "Nuggets," but with proper use by the artistic printerman will bring the coin of the realm to his till and increased advertising results to his customers.

Most of the borders shown in the pamphlet are such as will assist the compositor in working up designs based on the new German style, which calls for the use of blocks and squares. The fonts are so made up that the squares and corner pieces can be joined to brass rule, saving time and labor.

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The H. C. Hansen Type Foundry is showing at its New York branch a new invention by Mr. H. C. Hansen. It is called "Hansen's Typewriter Reproducing Machine,"

and is evidently destined to become a useful device for printing imitation typewritten letters.

The machine is in two steel parts, one of which carries three yards of typewriter ribbon about twelve inches wide and the other is equipped to receive the ribbon. The two pieces are to be locked in the chase on opposite sides, the ribbon running across the type form, taking a slight advance with each impression.

The invention is intended to be of lasting value to the printer-purchasers. It is certainly well made and can not be very materially improved upon. It is apparently indestructible and "fool proof."

Mr. Otto E. Zimmer is the local New York manager and is thoroughly pleased to meet visitors, in the new quarters at the corner of Elm and Pearl streets. A good supply of type, rule and material of all kinds is kept on hand in the new store.

A unique and successful exhibition at the Northwestern Electric Show, held in Minneapolis, March 16 to 23, was that of the Farnum Printing & Stationery Co. They showed a line of desks and office equipment, together with samples of unusually high-grade printing product, but the portion of their exhibit which attracted the most attention was a complete monotype plant, transported bodily from their monotype department down town to the Armory, and operated by their own employees.

This monotype equipment attracted the attention of many visiting printers and all were interested in the operation of this wonderful mechanism.

While we understand that the Monotype Company were not directly interested in this exhibit, they certainly should be proud of the fact that this machine, which we understand is at least eight years old, was producing work which was absolutely beyond criticism. Some discriminating printers tested the product from every standpoint, and were surprised that a machine which has been in use every day and often nights for that length of time could be capable of doing such high-grade work.

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The American Type Founders Company has ever been famed for artistic and effective type designing. There is truth in the slogan used in the company's advertisement in this issue, "Type Talks on Type." No more opportune types can be found than those of the American type families, and among these the Cheltenham and the Caslon.

✣ ✣ ✣

In connection with the world's record established by the Miehle Printing Press and Manufacturing Company of Chicago, by shipping 859 of their presses during 1911 to customers all over the world, it is of interest to note that this factory has lately passed the 8,000 mark in turning out the famous Miehle two-revolution machines. An added interest is given to this achievement by the fact that all these presses have been manufactured under the supervision of one man, Mr. William Saxon, vice president in charge of production, who has been connected with the Miehle company for close on to twenty-three years. Only five or six presses had been produced commercially on the outside when Mr. Saxon took charge of the manufacturing end. This is certainly a record for the Miehle Printing Press and Manufacturing Company and its able factory manager to be proud of.

Unorthodox spelling has received a setback in a decision of a North Carolina court. An enraged citizen, it appears, shot a neighbor through the breast, inflicting a wound that resulted in the death of the latter and in his own arrest. But he was not long in custody. In the indictment the clerk had written "brest." There being no such thing in the human anatomy, the court was under the necessity of holding that the indictment was not according to legal form.

Presumably, a rearrest of the murderer on a correctly spelled indictment was prevented by the constitutional provision against the placing of a citizen in jeopardy of his life a second time.—C. E. World.

Departing Guest: "You've got a pretty place here, Frank, but it looks a bit bare yet."

Host: "O, it's because the trees are a bit young. I hope they'll have grown to a good size before you come again."—London Opinion.

WETTER
THE WETTER—STANDARD OF THE WORLD
TYPE-HIGH NUMBERING MACHINE
Sold at Right Prices by All Type Founders and Dealers
Wetter Numbering Machine Company 343 Classon Avenue, Brooklyn, New York, U. S. A.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ANYBODY can make good cuts with my simple zinc etching process. Specimens and particulars for stamp. Process $1.00. DAY, WINDFALL, INDIANA.

MODEL 2 LINOTYPE FOR SALE—Complete with 2 magazines containing 10 and 11 point matrices. WALKER, EVANS & COGSWELL, 5 Broad Street, Charleston, S. C.

LINOTYPES FOR SALE—One Model No. 3, No. 7442, and one Model No. 5, No. 10797, with motors, extra magazines and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main Street, Louisville, Ky.

FOR SALE—One Model No. 1 Linotype No. 1112 and one Canadian Linotype No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

FOR SALE—50-drawer Electro Cabinet; rebuilt newspaper folder, six-column quarto size, with paster and trimmer for 8 pages. Address A. E. Savage, Rockford, Ill.

LINOTYPES FOR SALE—Three Model 1 Linotypes Address RICHMOND PRESS, Inc., Governor and Ross Streets, Richmond, Va.

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

$10,000 Cash, Balance Deferred,

buys only evening newspaper property in growing city of 17,500. Three linotypes and up-to-date press equipment. Annual volume of business $30,000. Will pay 10% on investment. Proposition C. W.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

Bargains in Printing Presses

FOR SALE

FOR SALE—One Cox Duplex Printing Press. Prints 4-6-8 pages. Overhauled and rebuilt. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Pony Straightline Press. Prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Four-deck Straightline Press, prints from 4 to 32 pages; one Goss Three-deck Straightline, Press prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price. GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12 pt. matrices, Rogers Tabular Attachment. Address "Bargain," care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago.

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS

$1.20 per doz with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency Method of attaching does not interfere with raising tympan

Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.

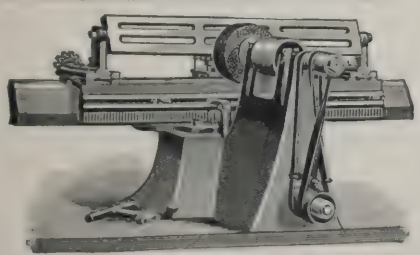
60 Duane Street, New York

From us or your dealer. *Free Booklets.*

VISE GRIP

Megill's Patent
DOUBLE-GRIP GAUGES

$1.25 set of 3 with extra tongues.



Type E Knife Grinder, Back View

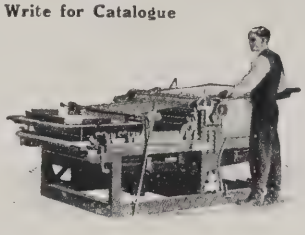
Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

THE SWINK High grade 2 revolution cylinder press,

Write for Catalogue



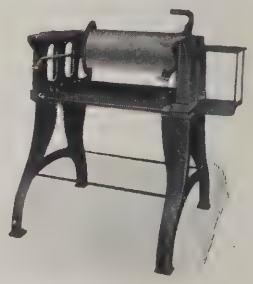
Bed, 27x40 in.; sheet 25x38 in., or seven column folio. The largest city plants are purchasing the Swink, because of the speed, register, distribution, efficiency and price. We carry in stock and exhibit Chandler & Price, Challenge, Golding and Latham Machinery.

HAMILTON WOOD GOODS—SPECIAL MACHINERY.

SPECIAL EXHIBITION THIS MONTH. SEE IT.

WANNER MACHINERY COMPANY
MODERN PRINTING MACHINERY
A. G. Wanner, Proprietor, 703 S. Dearborn St., CHICAGO, ILL.

Good Proofs are Factors in Getting and Holding Business



BEAUTIFUL PROOFS—*Immediately*

Proofs that are as clear and perfect as the run itself—on the stock selected for the job. Produce them at once—without holding up a press—**without locking up the form.** Possible only with

THE VANDERCOOK PROOF PRESSES

ROLLER SERIES
Designed especially for rapid work. Inking attachment revolutionizes galley proofing in quality and speed. Printing surface 10x25 inches. Also furnished without inking attachment.

COMPOSING ROOM CYLINDER
Automatic inking. Absolute register. Feeds to grippers or sheets may be laid on forms. Safety grippers. A hand cylinder press capable of the highest grade of printing. Size of printing surface 25x25 inches.

HIGH ARM SERIES
The simplest form of "curved platen." Very rapid, and a necessity in every job and publishing plant. Hundreds of users. Made in three sizes—12x18, 11x25, 17x25 inches.

Your dealer can supply you—or write us direct. Your sample proofs are ready

New England Agents
AMERICAN TYPE FOUNDERS CO.
270 Congress St., Boston

EASTERN SALES COMPANY, *Manufacturers*
1526 PEOPLE'S GAS BUILDING, CHICAGO

THE INCREASING USE

of Cutters that Cut—the kind that Royle makes, proves their superiority over cheaper imitations.

Write for circular.

John Royle & Sons
Paterson, N. J., U. S. A.

Engravers' Machinery

Franklin Photo Engraving House

Designers
Illustrators
Photo-Retouchers
Commercial Photographers

Halftones
Line Etchings
Color Engravings
Embossing Plates

632 Chestnut St.
Philadelphia.

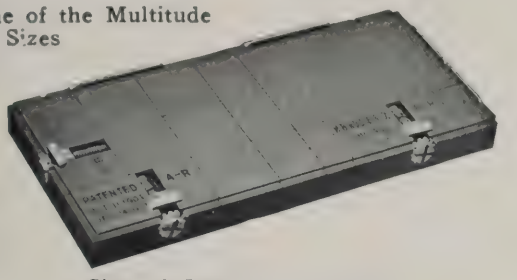
The

Rouse Universal Block

Solves the Block Problem

THE SIMPLEST AND BEST SCHEME KNOWN FOR MOUNTING PLATES

One of the Multitude of Sizes



Size of Page—25 x 55 Ems.

You can make up **eight pages** like this in **five minutes!**

ASTONISHING RANGE OF SIZES

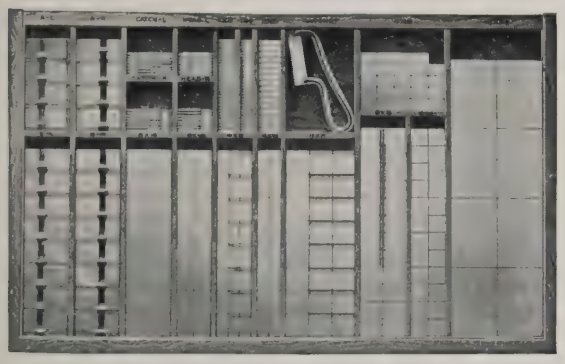
With a single set, costing only $55, you can make up eight pages into about **160 different sizes,** ranging from 17 x 25 up to and including 35 x 51 ems pica, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of two picas in either width or length, or both width and length.

BIG SAVING IN MAKE-READY, TOO!

The Hooks are extremely rapid, strongly made and simple in construction. The body is cast iron, the working parts steel. The jaw has a movement of five picas.

The Catches are made of brass and can not possibly work up on the press.

Bases of Iron. Point system—of course.



One Font Rouse Universal Blocks in Case (Cover removed)

Price, per set, including steel rachet and dust-proof Case that fits a printer's stand, only $55.

Don't waste any more time with out-of-date methods. Order at least one set to-day—**now.**

Sold by Dealers Everywhere

Made only by

H. B. ROUSE & CO.

2214-16 Ward Street, - CHICAGO

The Register Hook People.

THE THINGS WE DO

DRAWINGS of any description, and for every purpose, in PEN AND INK OR WASH.

for LETTERHEADS. CATALOGS. COVERS. MAGAZINES OR AD. DESIGNS.

MECHANICAL DRAWINGS FROM BLUE PRINTS OR PENCIL SKETCHES.

BIRDS-EYE VIEWS.

RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS, WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING, STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.

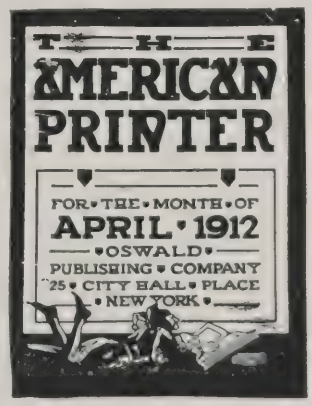
167 ADAMS STREET, CHICAGO.

What Cost Systems have really accomplished

is told in an instructive manner in the

April Number of The American Printer

one of the most interesting issues of this printers' magazine that has ever been published. What commission should a salesman receive? Read the answers from a score of shops. What employing printers were doing fifty years ago—the first of a series of interesting historical articles. Another lesson on estimating; do not miss it. How to engrave on wood. A new department "Finding the Printers' Cost." An American newspaper in the heart of the Chinese revolution. Press-room problems solved. Typograhpic pages reset. A page of queer and funny things. Books and commercial specimens reviewed. Letters from readers, and departments on bookbinding, machine composition, ideas, foreign news. Why the New York printers don't get together, and other organization news. Special color plates of timely Easter subjects, and many other illustrations.



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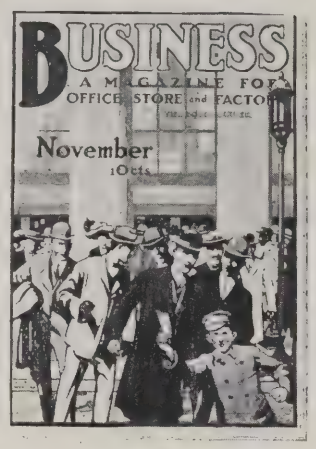
Send thirty cents for a sample copy of the April number now, or three dollars for a year's subscription

OSWALD PUBLISHING CO., 25 City Hall Place, New York City



BUSINESS

The Greatest Game in the World

- - - and - - -

The Most Powerful Magazine

Business is a magazine of which it has been said: "Once a Subscriber—always one." A letter has just been received from Mr. C. C. Jewell, of Ventura, Cal., from which we quote verbatim as follows:

"THE inspiring articles running from month to month in your magazine have been a great help to me, and have helped me to rise from the ranks of bookkeeper to my present position of manager, and I would not be without the magazine for many times the subscription price."

WHAT could be a more dignified or worthy life's work than introducing into every office, store and factory in the land this great magazine—this medium of great influence—this powerful factor in the business world—which can do as much for each and every other reader as it has done for Mr. Jewell. And besides being exceedingly pleasant work—**it is mighty profitable.** Our commissions are most liberal. Write today for free explanation of our plans for special representatives.

J. H. LYTLE, Sales Manager

THE BUSINESS MAN'S PUBLISHING COMPANY

DETROIT, MICH.

Manz Lead Mould Electrotypes

5c per sq. inch **50c minimum**

¶ Perfect reproductions of original halftone engravings or color type plates.

¶ The saving in "make-ready" time will more than offset the difference in price of electrotypes.

¶ They easily print 50 per cent more impressions than any other electrotype.

¶ The minutest detail is retained.

¶ If you have color plates to electrotype you cannot get them made *without* distortion by the wax mould process. We make this statement advisedly.

¶ Our Lead Mould Electrotypes are guaranteed to be perfect in register, in detail and in printing qualities.

MANZ ENGRAVING COMPANY

Sales Office: 22 W. Monroe Street
Between State and Dearborn

Plant:
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We can offer you special service in Linotype and Monotype composition at trade rates. Correspond with us.

THE PRINTERS' BOOK STORE

The man who wins is the man who knows, and the man who knows is the man who reads. The books written on printing and related industries are teeming with money-making information. The best list of

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is published by *the Inland Printer Company*. This catalogue gives titles of books, prices and tables of contents of publications dealing with following departments:

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These books contain efficiency information covering all branches from newspaper work and business management to the care of rollers. Send for the catalogue—a postal will get it.

You should have *the Inland Printer* in your office. It is the world's leading printing-trade journal. It costs $3 a year and is worth $30. $1.50 for six months or $1 for four months. Take it on trial and see how it helps.

The Inland Printer Company
632 Sherman St., Chicago

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

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"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago

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"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

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Read by British and Colonial Printers the World Over

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2 per Annum, post free. Specimen Copy sent on receipt of 35 Cents

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RAITHBY, LAWRENCE & CO., Ltd.
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Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

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High Grade Lithographic and Typographic

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The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

NATIONAL PRINTER-JOURNALIST

VOL. 30. NO. 5 MAY 1912 CHICAGO, ILL.

MICHIGAN COST CONGRESS, DETROIT
NATIONAL PRESS ASSOCIATION, CHICAGO
BEN FRANKLIN CLUB OF AMERICA, CLEVELAND
ASSOCIATED ADVERTISING CLUBS, DALLAS
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FACTORIES

OF THE

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78 Twentieth Street
Brooklyn, N. Y.

Manufacturers of Printing and Lithographing Inks
of the Highest Quality

BRANCHES IN ALL THE PRINCIPAL CITIES

Plumb on the Mark

J. W. Butler Paper Company

Chicago

From the Kimball Graphic (March 19, 1912)
Kimball, So. Dak.

"The 'Old Man' Himself Arrives"!

"This office received a pleasant visit Saturday from C. I. JOHNSON, head of the C. I. JOHNSON MFG. CO., ST. PAUL, MINN., dealers in Printing Machinery and Supplies. It was from this firm we bought our Hoe Newspaper Press last spring and he came here from Delmont where he has just put in a Simplex Typesetting Machine for the Record, to make some adjustments on the press we bought of him. It was very nice of him to do so and is ONE OF SEVERAL ILLUSTRATIONS SHOWING THAT IT PAYS TO DO BUSINESS WITH A HOUSE SUCH AS THE ONE HE FOUNDED.

MR. JOHNSON has been in the Printing Press Business for THIRTY-SEVEN years and there isn't much worth knowing about this part of the business that he isn't thoroughly familiar with."

Better get the LAST LIST of

"Johnsonized" Printing Machinery

giving descriptions and illustrations of fifty-one (51) Rebuilt Cylinder Presses now in stock

C. I. Johnson Mfg. Co.

ST. PAUL, MINN.

The Independent Printers Supply House

Hansen Standard Line, Diamond Nick

TYPE

This Adv. set in Caslon Full Face Series — Gray Tone Rule Border

A SMALL LINOTYPE
For Weekly Newspapers

You can get out a bigger and better paper—with more local news—more subscribers—more advertising.

You can save those wasteful distribution hours and use them on profitable job work.

You can increase the efficiency of your whole mechanical department—composition, make up, and presswork.

Model 10—Single-Magazine Two-Letter Linotype—$2,250

THE MODEL 10
Single-Magazine, Two-Letter
LINOTYPE

Will practically pay for itself through saving in cost of composition and larger profits from increased business.

The Model 10 sets faces from 5 to 11 point, in lines from 4 to 30 ems, solid or leaded. It uses Standard Linotype matrices and has a quick change magazine.

Ease of operation and simplicity of construction make the Model 10 especially well adapted to the needs of out of town publishers.

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Write Us for Easy Terms of Payment

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TORONTO: Canadian Linotype, Limited, 35 Lombard St.

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"Barnes-Crosby Company Service" means the combined efforts of an organization of 400 Artists, Engravers and Representatives.

For Example

"Barnes-Crosby Company,

Gentlemen:—

Acknowledging receipt of the four-color plates made for us by your Company, we wish to tell you how pleased we are with the result of your work. The color treatment is excellent and the entire work artistic.

Thanking you for the interest displayed in this order and with best wishes, we are

Very truly yours,

The American Printer"

Commercial Photographs, Designs, Illustrations, Photogravures. Printing Plates of every kind for every purpose.

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Manufacturing Establishments

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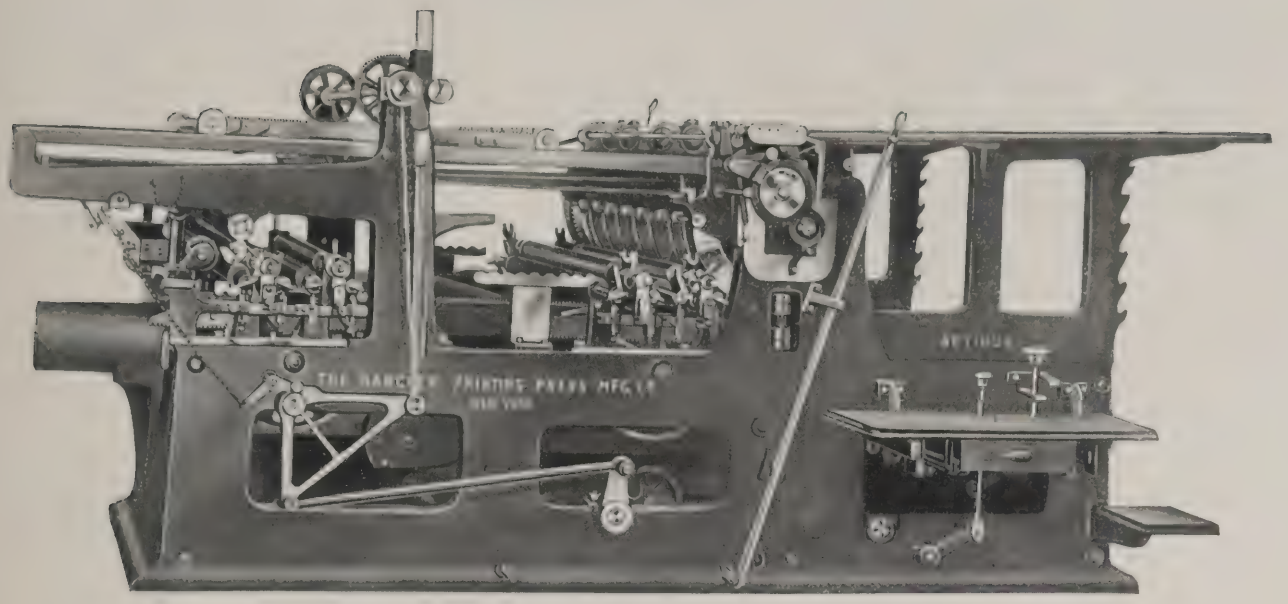

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

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National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

The Babcock Optimus

The Babcock Optimus

The greatest speed giving feature of the Optimus is the long exposure of the freshly printed sheet. This is for the time of three impressions. The extended dwell in the air gives the ink's surface a chance to harden and save offset. It is not necessary to run slowly, as sheets are not covered as fast as printed. This peculiarity alone makes the Optimus faster on nice work than any other can be. It is an advantage on all work. It often saves slip-sheeting; on heaviest work a patented device makes this easily done.

No other two-revolution can make impressions faster than the Optimus. Superabundant strength gives rigidity and quickens make-ready. Distribution is unusually thorough, with ample capacity for the finest work at the guaranteed speed. The delivery is as fast as impressions; no time is fooled away in setting it for different sheets. Neither distribution nor delivery handicaps printing speed; both aid it.

Optimus guaranteed speed is high. Every feature is calculated to support the press's ability to make impressions rapidly. Speed is attained with remarkably smooth and easy action, and sustained by great strength and unequalled endurance.

The productive hour will obtain more from the Optimus on the same work than any other can furnish. Test it with your other machines. You will then begin to change them as others have done and intend doing.

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Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

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151-153 Kentucky Avenue

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675 Elm Street

MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St. South

DES MOINES
609-611 Chestnut Street

COLUMBUS
305 Mount Vernon Ave.

If a Piece of Cheese Looked like a Diamond

—jewelers would have to go out of business.

If cheap machine composition looked like good hand work or like MONOTYPE work, we wouldn't be building a new MONOTYPE factory.

A printer's profits depend more on what he *gets* for his work than on what it *costs* him.

Cheap work that *looks* cheap and *sells* cheap never hoisted a printer into the automobile-owning class.

The MONOTYPE is a profit-maker *partly* because its production-cost is low, but *chiefly* because its work deserves and commands a high price. It's an "uplifter."

Machine-work *cost*—hand-work *results*.

Ninety per cent. of *all* the high-grade catalogs and booklets produced in this country are set on the MONOTYPE. Why?

(1) Superior economy per 1000 ems.

(2) Quality of product equal to best hand-set work with new type.

(3) Corrections made by hand—gaining both accuracy and economy.

(4) New type for every job, and

(5) No distribution cost—cheaper to melt and recast.

The MONOTYPE is BOTH a composing machine (5 to 18 point) *and* a type-casting machine (5 to 36 point). It can be kept busy on profitable work *more* hours a day than any other machine, and is today the biggest power in the composing room for better work and more profits.

LANSTON MONOTYPE MACHINE COMPANY

Philadelphia

325

SPEEDLIMIT
BLACK
INK
MEANS ALL THE NAME
IMPLIES

CUTS THE TIME IN HALF
SPEEDLIMIT BLACK INK
PERMITS OF PRINTING-TURNING
PRINTING-BINDING-DELIVERING
AND
COLLECTING BILL-ALL THE SAME DAY
THE QUEEN CITY PRINTING INK CO.
THE QUEEN CITY PRINTING INK CO. CINCINNATI
SPEEDLIMIT
BLACK INK

USE
SPEEDLIMIT
BLACK INK
IT IS A TIME AND MONEY SAVER
The Queen City-
Printing Ink Co.

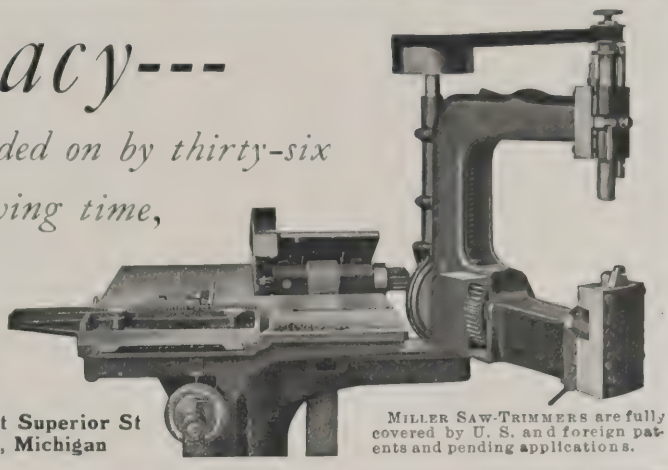
Miller Accuracy---

Recognized the world over. Depended on by thirty-six Type Founders. 1500 printers saving time, labor and dollars by its use.

Write for new illustrated price list.

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co. 813 East Superior St Alma, Michigan

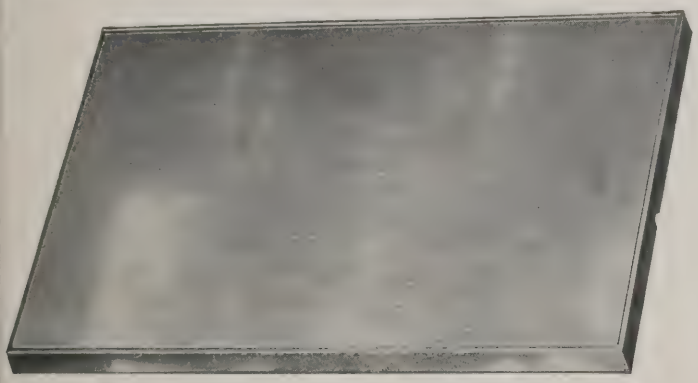


MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

Now available in WOOD or STEEL

Efficient Equipment in the composing-room is appreciated more today by thoughtful printers than ever before in the history of the industry, largely because of the agitation for accurate cost systems which has swept the country in the past few years. The effect of this movement has shown itself by the desire of printers to procure labor-saving cabinets as we build them in wood, but beyond this it has created a demand which we are now in a position to supply for indestructible furniture made in steel.



Face Side Hamilton Cast Iron Imposing Surface

HAMILTON STEEL FURNITURE is not only practically indestructible, but is also designed with a view to reducing to a minimum the amount of lost time in the composing-room, which naturally means a gratifying and substantial increase in the production per hour. The advantages of Hamilton Steel Furniture are not only to be found here, but also in the fact that the depreciation from year to year is much less than with other equipment. Still another point which means profit to the user of Hamilton Steel Furniture is the cost of insurance, which is reduced where plants are equipped with Steel Equipment throughout.

Our Steel Furniture is built stronger than necessary, and more than sufficiently durable to withstand years of hard usage. Printers installing this equipment will find they have made a permanent investment—one that will be with them for many years to come and even then be a substantial asset which will realize a good sum.

Along the same lines of indestructibility, minimized depreciation and practically perpetual serviceability of the highest standard are the Hamilton Iron Imposing Surfaces for use with both wood or steel frames.

These surfaces are made of the finest gray iron castings—planed accurately, and then ground to a smooth, true surface—they are as near perfection for imposing purposes as commercially practicable and, better still, will stay that way though used for many years.

For more information send for our new illustrated circular, just published.

WOOD-TYPE—Hamilton's Wood Type is in use in printing-offices the world over. A record of thirty years has established a reputation for accuracy, clean-cut lines, good material and modernized designs. Wood Type is cheap and light in weight. With ordinary use it will last a lifetime. Any desired assortment of characters can be supplied for any face in any size. Our Wood Type is guaranteed of uniform standard height. No underlaying necessary. Special Wood Type and Border Catalog with circulars sent on request.

Ask for a copy of "COMPOSING-ROOM ECONOMY" showing floor plans of 32 modernized composing-rooms in some of the leading printing-plants in the United States.

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Main Office and Factories: . . TWO RIVERS, WIS.
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ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

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INKOLEUM

THE OLDEST AND STILL THE BEST

PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

Thalmann Printing Ink Co.

PROCESS INKS & INKS FOR OFFSET PRESSES
BEST GRADES IN ALL SHADES OF COLORS

STEEL AND COPPER PLATE INKS

MANUFACTURERS OF
LITHOGRAPH AND LETTERPRESS
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OUR ELECTRIC ANNIHILATOR A BENEFACTOR FOR PRESSMEN

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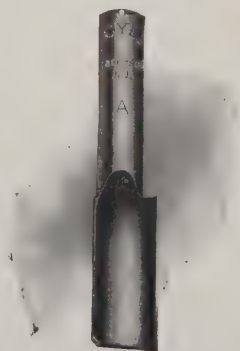
Matrices and Moulds Saved!

All our Matrices and Moulds were saved from the unfortunate fire of April 9th. The casting machines are still intact and the brass rule department undamaged. The business will continue, and we have been able to draw from stock of branch houses and agencies and are filling all orders as usual.

THE H. C. HANSEN TYPE FOUNDRY
Established 1872 190-192 CONGRESS STREET, BOSTON

THE INCREASING USE



of Cutters that Cut—the kind that Royle makes, proves their superiority over cheaper imitations.

Write for circular.

John Royle & Sons
Paterson, N. J., U. S. A.

Engravers' Machinery

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine It has stood the test for years and has been improved through practical experience with the demands of printing offices A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

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Progress Typewriter Supply Co., Ltd., London, England, European Agts

Clearface Heavy Italic (Non-Kerning)

72 Point 3 A $8 10 4 a $5 35 $13 45

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Remarkable PRINTING

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HOUSE SECURED
Kingdoms Rejoiced

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OWNED UNIQUE MACHINE
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Clearface Heavy Italic Pleased Buyer

12 Point 15 A $1 30 28 a $1 45 $2 75

PRESENT STRONG KNIGHTS
Ancient Steamship Floundering
Promote Government Inspector
Figure $1234567890 Charmed

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WRITES WONDERFUL HISTORY
Great Mechanic Inherited Property
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Enormous Orders Received Friday

8 Point 19 A $1 10 36 a $1 15 $2 25

DETERMINED MOUNTAINEERS HELPING
Prominent General Received Handsome Guns
American Type Founders Company Creation
Handsome Borders and Ornaments Produced

6 Point 21 A $0 95 40 a $1 05 $2 00

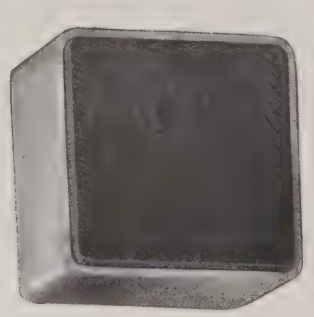
IMPORTANT DOCUMENTS FOUND LAST MONTH
Prosperous Merchants Returned From South America
Forty European Gymnasts Display Sensational Feats
Desirable Figures $1234567890 Printed Very Clear

American Type Founders Company

ORIGINATOR OF THE CLEARFACE FAMILY

In Exchange For Your Money

Get the material that will handle economically any job offered a printer and—do it better than any other system



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Made in following sizes:
4 x 4 Picas
4 x 6 "
4 x 8 "
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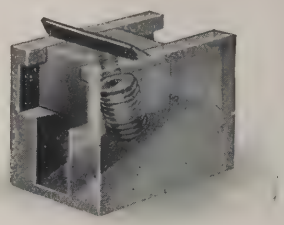
Upright grain Blocks
with
Hoge Register Hooks
WILL DO IT

PERFECT IMPRESSION
MAKEREADY TIME REDUCED
SHIPPED ON APPROVAL



Patented
Size 4x6 Picas
Square or Swiveled Jaw
3 parts, all interchangeable
Cannot slip

GENERAL AGENTS
UNITED STATES and CANADA

The Unquestioned Best Quoin

The Only Register Quoin
The Only Self-Locking Quoin
Interchangeable
Prevents Work-ups
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In use by the BEST PRINTERS

We Sell **Kay Kay Dispellers —Dispel Electricity and Eliminate Slip Sheeting**
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Write for Prices

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CONSIDER *the* FUTURE

"By the time I had spent $120 for Punches, my machine, which cost $100, was worn out," said one man, and it is the experience of many. Buy a *Monitor*—it will last a lifetime, and every additional Punch is an asset

Monitor Bench Punches, Wire-Stitchers, Perforators, Embossers, Standing Presses, Paging and Numbering Machines, Creasers and Scorers, Job Backers, Table Shears, etc.

We furnish complete bindery outfits—Write us for Estimates

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LATHAM MACHINERY COMPANY

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Progressive Printing

IS IMPOSSIBLE UNLESS YOU HAVE PROGRESSIVE EQUIPMENT

This company makes a specialty of goods that make printing profitable. Quality, convenience and commercial value are found in the offices that we supply. Our customers rarely fail to achieve prosperity for they and their outfits are up-to-date. Special Steel Furniture Equipments are made to suit the needs of any office. Call us into council.

Barnhart Brothers & Spindler

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OMAHA
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DALLAS
ST. PAUL
WASHINGTON
KANSAS CITY
SEATTLE

More and more printers and bindery operators are recognizing the absolute reliability and adaptability to all classes of work (difficult or otherwise) of this modern Folding Machine. You will be an enthusiastic user after installing a CLEVELAND.

THE CLEVELAND FOLDING MACHINE

SPEED—Greater than that of any other folding machine, due to its simplicity of construction. No tapes, knives, cams or changeable gears used in folding.

PERFECT REGISTER obtained by its accurate construction and ease of adjustment.

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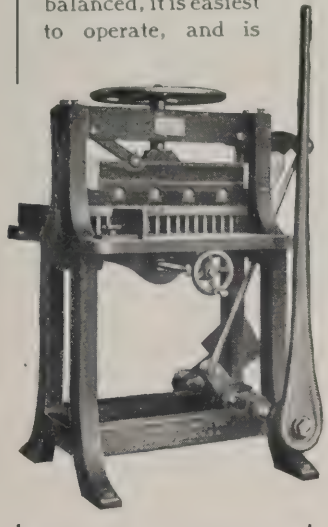

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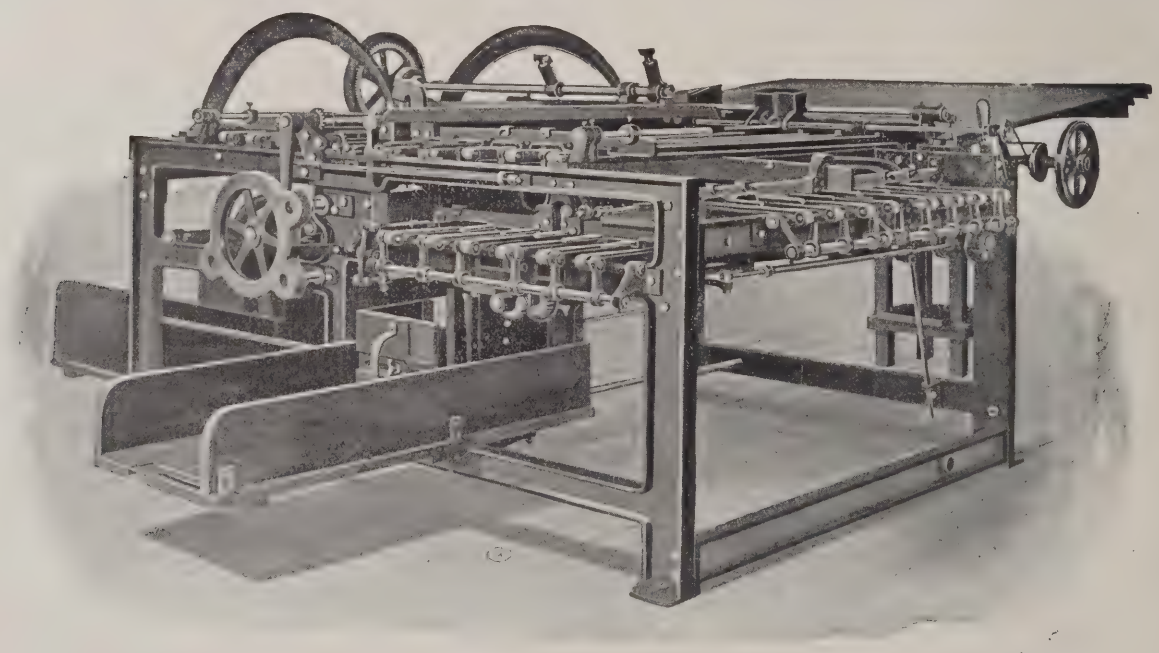

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A. L. MILLER, (Manager Battle Creek Morning Enquirer.)

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES
Volume Thirty | Chicago, May, 1912 | Number Five

Importance and Value of Organization

ADDRESS BY MR. HENRY ALLEN

Secretary Ben Franklin Club of America Before the Michigan Cost Congress

Y FIRST words must be words of congratulation upon the huge success of your convention. I was at Saginaw and took part in the meeting when fifty-five printers launched the Michigan Cost Commission. To my mind success was never in doubt, especially with such efficient officers as you have had. You have shown what organization along the proper lines can do.

The magnitude and importance of organization is amazing because consummate organization is almost as rare a thing, in my humble opinion, as a high invention, while in some respects it is more difficult, because it is more involved in the intricacies of human life and conduct. The difficulty with such a subject is to reduce it to presentable shape.

There is not an individual in the community whom it does not much concern that there should be amongst his fellow countrymen persons skilled in the art of organization.

Half the labor of the most laborious people in the world is either totally wasted or is of such an imperfect character as to require much further labor; which evils need not have been if there had existed skill in organizing.

Moreover, the destruction of life, the loss of comfort, the waste of time and the withering up of enjoyment which take place for a want of this skill, are almost incalculable.

If we were to seek what would be the perfection of organization in human affairs we must first turn to nature and see how she organizes—noticing how the cell contains in itself potentially all the powers of development towards perfection.

The field for organization embraces human affairs in all their complications. It is even difficult to give a precise definition of the word.

Dr. Johnson tells us that organization is a construction in which the parts are so disposed as to be subservient to each other.

Organization must always be difficult because it requires of the organizer an unusual combination of qualities—ardor, forethought and imagination. In addition, there must be unwearying interest in details and a power of massing them together as if marshaling them as a general does his battalions.

Everybody knows what great results may be obtained by good organization, but it is a well-known saying that a chain, a bar of steel or a piece of timber is no stronger than its weakest point.

The common defects of organization are that it is too fixed; that it leaves no room for growth; that it is pedantic and unreasonably fond of rules.

One of the greatest causes of the failure of organization is that the end proposed is not sufficiently stated at the outset. People have not asked themselves, at least in any detail, what they want.

Good organization leads toward simplicity, and when a wise method is proposed every one is ready to say how self-evident it is. But think for a moment what would be the condition of things if the world was without the few men who perceive these self-evident things. Would not the business go on even worse than it does?

The merits of good organization and the demerits of the contrary are singularly manifested in every walk of life.

Very rarely indeed do we meet with a well-constructed house; one of the greatest defects, perhaps, is that houses are so constructed as to be a mystery even to their owners.

Another instance of malorganization is perhaps in our public institutions. How little skill often shows in their organization.

Parsimony is more often than not a great hindrance to good organization. There is work to be done which requires, say, fourteen persons to do it, and it may be absolutely mischievous to employ only nine; yet the thing is attempted, and failure ensues; the plan which is sought to be carried out obtains the ill reputation of being impracticable, simply because adequate means have not been provided to bring it into practice. You have demanded from a one-quarter horsepower motor the work of a twelve horsepower machine.

The organization of government must ever be a most interesting and important form of organization. It is

necessary that it should be peculiarly good and skillful among a free people where the difficulties to contend with are great.

The truth of it cannot be denied by any one who has given the matter thought, even a passing thought, that in matters where the benefits of good organization would be very manifest, we find it often sadly neglected. How sadly neglected a few years ago were dictionaries, grammars, indexes, notes and commentaries.

If we look at the cause of failure in works of instruction and in the method of construction we find it arises from a fault which has been before noticed as common to other forms of malorganization, viz., a forgetfulness of the main purpose for which the organism is intended. To that main purpose there must be a constant recurrence in the mind of the organizer. In teaching he has not to display knowledge, but to impart it.

All organization must be followed up. It must not be inanimate, but a living, growing thing, prepared to meet the endless changes which take place in this mutable world. Hence in a consummate organizer you require versatility which can abandon to resume; which expands, afterward to contract; which has such a sense of the main result to be obtained that it can sacrifice at once immense preparations no longer applicable to the shifting circumstances. This is the triumph of genius. Some may call it haphazard, but really it is the highest form of organization.

Then with regard to organization there is always so much criticism; and I venture to say that nowhere is criticism likely to be more available than when it is addressed to systems of organization. There is not a system of organization existing, however well devised it may be, that might not be considerably improved in some point or other by some shrewd man of organizing nature, looking upon it with the cold unprejudiced eye of a bystander. Is it not true that the stranger will discover, perhaps, room for improvement overlooked or unthought of by those who are so accustomed to the practical management that they have lost, in some measure, the power of criticising, and have ceased to look for improvements.

Readiness of resource must, too, be a great element in the good working of any organization. Let no man say, because an organization continues to exist and has continued for a long time, that its organization is therefore necessarily good. The tenacity of life in organizations is very great and it is astonishing what a long time a thing will last which has lost its chief meaning and savor.

All people have a conservative element in them, and besides, the want of time prevents men from looking closely into an institution and considering whether it serves the purpose they mean it to serve. And so the organism goes on like an old tree that has long ceased to make any accretions of vitality, that is gradually dying at the root. To the naked eye it seems strong, but it is not until the day of its fall that its true condition is known and then the wonder is that it could have stood for so long upright and apparently "O. K." This tenacity, and the unwillingness of men in organisms to interfere with them even when they suspect them to be of little use, or perhaps a hindrance rather than a service, must be taken largely into account by those who would propose any new organization to take the place of what has been a long time in the eyes of the people.

I have taken up various points with regard to organization, but they perhaps have been of a general character. I have referred to no particular subject or body, but I have alluded to nothing which touches home closely to the purpose for which we are assembled together. Benefactors as we are, as members of the great craft to which we belong, it is but right that we should organize, and organize along the proper lines.

The importance of our industry is well appreciated by all. The printer is the invisible friend of all who read and write, and the press is the source of the life blood of the civilized world. Stop its pulsations and a collapse, socially, politically and commercially must occur.

The art of printing has been the generous giver of knowledge—religious, scientific and artistic.

It is the instrument of truth, liberty and freedom, and has added to life, comfort, recreation and refinement.

This has never been and cannot possibly be denied or refuted by any one. As a class of men the printers can compare with any other body of individuals from any standpoint.

Their intelligence and education have never been questioned, but yet why is it that the business has yielded so little profit to those who have labored steadfastly, honestly and strivingly to obtain a livelihood? Why, in the past, have the dark clouds of despair surrounded at times every one of you in this meeting? Few, if any, have escaped.

This is where as an organization man I have to be careful not to hurt the feelings of any one, because, as you know, the chief ends of conversation are to inform, and well-meaning and sensible men should not lessen their power of doing good by a positive assuming manner that seldom fails to disgust, tends to create opposition and to defeat most of those purposes for which speech was given us. Modest and sensible men, who do not love disputation, will leave you undisturbed in the possession of your errors. In adopting such a manner you seldom expect to please your hearers, or to obtain the concurrence you desire.

Pope observes:

"Men must be taught as if you taught them not
And things unknown proposed as things forgot."

This meeting of the printers at this congress has proved that the disciples of Gutenberg in this state are awake to their responsibilities in the great work, which has for the past few years been sweeping through this country. It proves that they are abreast of the times and are willing to take their place in the ranks of those who are unselfish enough to strive for a betterment of conditions, and are willing to try and leave this terrestrial sphere, having done their share in attempting to make it a better place than they found it.

Such a gathering must indeed be gratifying to those who were instrumental in making this congress possible, and I can assure you that I feel it a privilege to be allowed to address you.

The progress of the true spirit of organization has sounded the knell of doubt, despair and darkness in the printer's trade. It has awakened and stimulated a desire on the part of the printers, new ideas of modern progress, and the curtain has been rung down upon the ancient system of slavery under which the majority operated. Their fetters have been broken. It has marked one of the great epochs of the printers' evolution and progress. Through it has been solved the problem of self-protection and preservation.

We may not, perhaps, at the present day, realize what the leaders have builded, but in the years to come it will be a benign heritage in which fellowship and kinship of brain and brawn will be found by all who enjoy the advantages. The good they have done will live after them,

and these few words of mine, I hope, will induce and encourage those of you who have not given the subject much thought, to view for themselves the vast inspiring and thrilling miracles that have been worked.

The difficulty which presents itself of overcoming the enormous dead weight of immemorial inherited prejudice, I may say, and convincing the printers that if there is any truth in human progress, the longer an institution has endured unchanged, the more likely it is to become out of joint with the progress of the world, and the more radical the change must be which brings it into correspondence with the proper lines of thought and action.

In spite of long periods of inertia and even, I may say, retrogression, the dominant note in the history of this country has been progress. This has been especially true during the past few decades; progress which has been material, intellectual. Progress, however, has been notably unequal in its various branches, supplying the human wants, but the results of course are due to the limitations of knowledge of the wants and desires of those reached.

There is no asset so valuable as a fearless, confident man—fearless in his determination to conduct his business along the proper lines and confident that he is right. Fearlessness is contagious.

Organization means a general attitude towards human betterment; the actuating motive is a desire to secure for all the rights of fraternity and good will.

Struggle is the fixed price of life—a struggle for existence was the lot of the printer until the light of co-operation broke and made progress possible through perseverance along organization lines.

Yesterday is but your guarantee of tomorrow, but history, the diary of yesterday, establishes inexorably the law of survival and demonstrates that success is not for the quitter, the quailer and the craven.

Fellowship is heaven and lack of fellowship is hell. Sanity reveals itself in friendship and in co-operation, and the more people you can work with and communicate with, and impress and be impressed by, the saner and safer you are.

Emerson says:

"Trust men and they will be true to you. Trust them greatly and they will show themselves great."

Your presence here today shows what? It is an evidence that you are seeking a means of working out your own salvation. You have witnessed what organization along the proper lines in other walks of life has done. You appreciate to the utmost its advantages, and are willing to do your share of the work, remembering that you yourself need reformation as much as the other fellow. How well those few words, taught us at our mother's knee, apply to us personally. They run:

"What faults you behold in others take care and shun,
Look at home yourself, there's enough to be done."

Often men are apt to be misled by the loud voice of fame and to confound together the landmarks that separate the departments of human merit; often they are taken in with the tinsel and glitter, rather than attend to the die which guarantees the purity of the coin and the weight, which is the true test of value.

There must be no anxiety for supremacy except through the proper channels of competition, legitimate in every respect. The desire for mutual help and co-operation must be the cornerstone of your building. There must be no faltering, no hesitation, no distrust, nothing but the pure unalloyed spirit of doing unto others as you would they should do unto you.

The Cost of Machine Composition

By John J. Miller, President Ben Franklin Club, Chicago, Before First Michigan Cost Congress, Detroit, Mich., April 12, 1912

THE last two years have been years of great progress in the science of cost-finding as applied to the cost of machine composition. Prior to that time little or no authentic information was available as to the true cost of the product of linotype and monotype machines and typesetting machine owners all over the country sold their product at so much a thousand ems with slight regard to the condition of the copy or the size of the job.

The Machine Composition Club of Chicago did some pioneer work in this field of great benefit to the trade as a whole. Rules were drawn up and printed to decide once for all what should be considered single price, price and one-half, and double price matter in the city of Chicago. A charge of $1 was fixed as the minimum for all jobs of machine composition, including any jobs of author's corrections on a job set previously. In the late fall of 1910 a committee was appointed by the club, and through the efforts of this committee the standard uniform cost-finding system was adapted to the requirements of machine composition owners. Following the adoption of this system by the club several owners of machine composition plants in Chicago installed this system and, as a result, an accurate knowledge has been gained in this city of the true cost of composition.

In machine composition a high hour cost does not mean necessarily lack of efficiency, but may mean quite the reverse. Shops operating on a piece basis show a higher cost per hour, but the product of the machines per hour is proportionately greater. The greatest efficiency does not mean the lowest hour-cost necessarily; it means the lowest cost per unit of perfect product.

At this point it may be of interest to compare the cost per linotype machine hour in six of the big producing centers of the country. The average hour costs in these cities for 1911, taken from actual records compiled and averaged by secretaries and cost committees, were as follows:

Chicago	$1.63
New York	1.86
Boston	1.54
Philadelphia	1.48
St. Louis	1.57
Cleveland	1.49

The average cost in these six cities is $1.60 per hour.

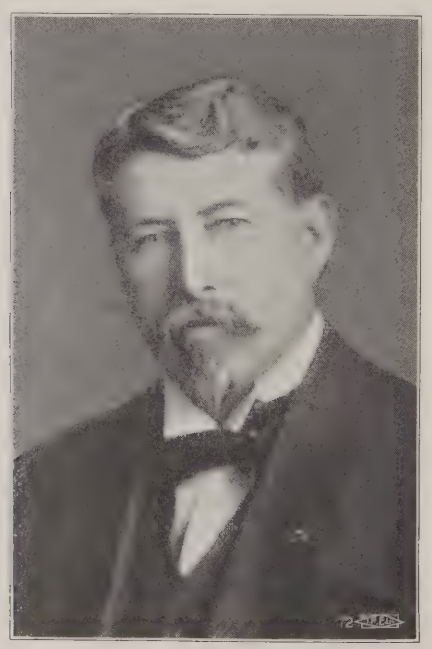
The contention is often made that a small plant operating under low wage and low rent conditions can produce more cheaply than a large plant paying high wages and high rental. The advocates of this contention fail to bear in mind the fact that the small country plant is usually operated on a much lower scale of efficiency. Not only is the product per productive hour lower, but the number of hours out of the twenty-four that the machines are running is usually less also. A big linotype machine owner may have too much work for eighteen machines and yet his nineteenth machine is idle half the time. As a result he has 3 per cent surplus equipment. The small machine owner, with too much work for one machine but with his second machine idle half the time, has 33 per cent surplus equipment. Moreover, the big machine owner can usually plan ahead to better advantage, and thereby keep his machines running pretty close to their normal capacity the year round, while many a small owner is flooded with work one week and dead as a graveyard the week following.

The factors above enumerated go far to offset the apparent advantage enjoyed by the small machine owner operating under a lower wage scale, lower rental, etc. Actual results secured from eleven of the smaller cities of the country show that the cost per linotype hour in these cities—to say nothing of the cost per thousand ems—is practically as high as in the larger cities. The average costs reported for the year 1911 are as follows:

Atlanta	$1.54
Columbus	1.68
Detroit	1.58
Evansville	1.50
Los Angeles	1.65
Memphis	1.60
Milwaukee	1.57
Minneapolis	1.54
Portland	1.65
St. Paul	1.52
Sioux Falls	1.68

The average cost for this group of eleven smaller cities is over $1.59 per linotype hour, or within a fraction of a cent of the average cost per linotype hour in the six large cities previously considered.

It is extremely difficult to obtain accurate and reliable data as to the cost per thousand ems of linotype composition owing to the many different kinds of composition and the widely varying conditions under which it is produced. We have composition ranging from six-point straight matter to the most difficult eleven-point tabular work. We have offices doing mainly jobs of five or six thousand ems for the trade and other offices that handle practically nothing but publication and book work. We have manuscript copy that is almost illegible and we have reprint matter. It is probable that an accurate analysis of the costs per thousand ems in these various shops would disclose the fact that the average cost varies from about 33 cents per thousand for six and eight point publication and book matter to 50 cents per thousand for intricate eleven-point tabular work measured double or $1 per thousand measured single. The cost per thousand ems, however, for these shops must be ascertained in each individual shop according to ems produced per productive hour in that shop. This amount will vary according to the nature of the composition and the size of the jobs that constitute its product.



John J. Miller
President Ben Franklin Club, Chicago

A Chicago linotype owner who has recently installed a cost system reports his average cost for two months as $1.62 per hour and 34¼ cents per thousand ems. Records of several other Chicago shops operating cost systems seem to indicate that the average cost per thousand ems, in shops producing mostly five to eight-point jobs of fifty to one hundred thousand ems or over, is approximately 35 cents per thousand ems.

Little dependable data is as yet obtainable as to the cost of monotype composition. Safe hour cost figures for this composition are $1.50 per keyboard hour and $1.50 per caster hour. As many plants, however, operate monotype machines in order to secure job sorts conveniently and at a lower cost than job type, without attempting to keep these machines busy constantly, the costs per hour in different plants will be found to vary considerably, according to the different conditions under which they operate. All small jobs and jobs of very intricate tabular matter with box headings, etc., can best be sold on a basis of cost plus a fair margin of profit. On good sized jobs, where the matter is not too intricate, the selling price per thousand ems varies from 80 cents to $1.10 per thousand ems, depending largely on conditions of copy and character of composition.

The proper method of handling the metal problem deserves most careful consideration from every owner of typesetting machines, for it is here that one of the most damaging leaks incident to the business frequently occurs. Where no accurate book-keeping record is kept a considerable amount of metal is lost annually through not being returned. The only way to overcome this difficulty effectively is to bill the customer for the metal on the job at the same time he is billed for the composition and then when the metal comes back his account can be properly credited.

But under the most careful system a certain amount is bound to be lost annually because it is never returned. Moreover metal depreciates considerably every time it is melted. Recent investigation along this line in Cleveland, Ohio, has disclosed the fact that every time metal is melted 3 per cent is dissipated in evaporation alone, 1½ per cent in the furnace, and another 1½ per cent in the melting pot on the machine, or a total of 6 per cent. It can readily be seen how the machine owner who melts his metal over and over again must of necessity in a year's time lose a considerable amount in depreciation.

To cover the loss due to the loss of metal to customers and to this depreciation the Machine Composition Club of Chicago has fixed a charge for machine metal waste of 24 per cent per annum on the inventory value of the metal on hand.

The foregoing discussion indicates clearly that every machine owner—to be prosperous—must have an accurate and effective system of bookkeeping and cost-finding. Through his bookkeeping he must prevent, so far as it is possible, the loss of metal to customers. Through his cost-system he must know not only his average costs of production per hour and per thousand ems, but the actual cost of producing each individual job, according to the time it required to set it. Estimates of the cost of a job of machine composition are often easy, but the actual record shown by the job ticket of the hours spent on the job is the only record that can prove conclusively to the owner whether or not he is actually selling this job at a profit. Operating on this basis and on this basis alone can he hope to secure the proper return on his investment and a reward commensurate with his efforts.

Effective Newspaper Management

MANY hundreds of pages have been devoted to articles on model newspapers in the National Printer-Journalist. A few years ago we had a series of articles on ten among the ideal newspapers of our greater cities. These articles treated of the "New York Times," the "Brooklyn Eagle," The Springfield (Mass.) "Republican," "The Portland Oregonian," the St. Louis "Globe Democrat" and five others, that it is not necessary, for our purpose, to enumerate here. These dailies were all shown to possess features of great educational value to all newspaper makers. But what we wish to remark here is, that the model paper, the conduct of which and its characteristics, if properly studied, afford most valuable education in journalism, is not found alone in large cities. This fact is made plain in the Newspaper Review department of this journal from month to month. There is a paper in a small city in Minnesota, the Blue Earth County Enterprise, published at Mapleton in that state, to which we have had occasion to refer with commendation on several occasions. This puts into practice the highest and most valuable ideals and methods for a newspaper. Some of our friends have questioned why we have given so much space to the dailies, and weeklies of the smaller cities. There are two reasons not far to seek. In the first place, there are forty times as many of them and, in the second place, more intense methods and higher ideals are required for worthy success in the smaller than in the metropolitan cities, and, at the same time, the lessons taught are just as important to newspaper workers of the metropolis as to those in the smaller city. Human interest is at the very foundation of newspaper success everywhere. But in the multitude of interests in the great city, with the thousands of happenings each day, it is easy to fill a paper with such a quantity of news, such an array of events that are of interest that a success may be won by the mere gathering and sale of news, without the personal touch, care, concern and interest necessary in a smaller city. Yet the great dailies that cultivate intimate interest and sympathy with all that concerns the people and their well being in all relations of municipal, commercial, industrial, political and social life, will have—all other things being equal—the most permanent success.

These things can often be well, if not best, learned in the live paper of the smaller city. For that very reason our greatest newspaper men, with very few exceptions, have come from the smaller cities.

No apology is needed to any really progressive newspaper man whose heart is in the work for bringing out the good points of any newspaper no matter how small the place of publication. It is the good newspaper that makes the good city, puts it on the map and makes it grow and thrive, opens up opportunities, encourages industries, promotes trade, and, above all, creates a spirit of community interest, loyalty, pride and aspiration, all of one mind, hope and zeal. Three copies of different recent issues of the "Blue Earth County Enterprise" have reached this office. Each number is carefully and tastefully printed on good paper; each has more or less of halftone illustration and each, above all else, is up to and in touch with the prevailing spirit and leading interests of the community. The paper is all home print and it is well filled. There is an abundance of short local and neighborhood news items as well as articles of greater length, where the importance of the topic demands or justifies treatment more at length.

The leading news article, of the issue of January 26, is an account of the celebration by the local Burns Club—of which A. J. Ellis has officiated as secretary for twenty-eight years—that shows the permanency of the organization—of the one hundred and fifty-third anniversary of the birth of Scotland's greatest and most loved lyric poet, "The Loving Cotter King." This celebration shows the spirit of good fellowship that exists in the community and the prevalence of the sentiment of brotherhood as to the bringing about of which, Editor Hotaling, who is not a Scotchman, says editorially:

> Some one has said, "God made but one Robert Burns." That may be true, but that is no reason why more of his followers and those who worship at his shrine should forget that his greatest ambition was to bring about the brotherhood of man, to do away with rank, caste, and those things which divided the people into classes. In his opinion one man was as good as another as long as he conducted himself as a man. Robert Burns but reflected the life and thought of the people of his time. He may have perhaps been a little in advance of his generation in some of his ambitions, but it must be remembered that his veins flowed with red blood, that his heart went out to those crushed by the heel of oppression and that his sympathies were so tender as to cause him anxiety when his plowshare turned over the nest of even the little field mouse. With such thoughts beating in his breast it is no wonder that he was inspired to write, "A man's a man for a' that"; or with humble faith to record the beautiful story of the "Cotter's Saturday night."

We quote this because the sentiments expressed therein, are just such as we would expect to be held by a good newspaper man. The man who is "dry as dust," whose heart does not beat in tune with love for his fellowmen in all stations and in all conditions, has no place in the making of a model, successful, worthy newspaper. A copy of the Sioux Falls, S. D., Daily Argus-Leader, of March 20th, has reached our desk and contains further proof of Editor Hotaling's closeness of sympathy and alliance with the people whom he serves, and of his understanding of their condition and of the agencies

that reach and the influences that affect them in their daily lives. This issue of the Sioux Falls "Argus-Leader" gives at length, the substance of an address delivered by Mr. Hotaling at the meeting in Mankato, Minn., on the subject "The Uses that the Farmer Can Make of the Telephone." So far as is shown by the portions of the address published, Mr. Hotaling did not tell how the newspaper could keep in touch with the subscribers, and secure accounts of local happenings from the farmers, but, then, that is another story. He did tell, however, and at length—showing perfect familiarity with all conditions—how by the farm telephone, the farmer is kept abreast of business conditions as well as if he were in the marts of trade.

Before starting out with a load of wheat or a bunch of stock he calls the telephone line into use and learns whether prices are up or down.

Then again when the roads are very nigh impassable, a condition we hope will soon be but a matter of history owing to the good roads agitation, the farmer by use of the phone is enabled to transact business with his banker, lawyer or merchant without leaving his home. A representative of a city daily who was recently in my office, said, in speaking of the changed conditions: "Since the advent of the farm telephone I have no difficulty in collecting subscriptions in the rural districts. When I reach town I call up the subscribers, and if they are not coming to town they call up the banker or some merchant and tell them to settle with me, taking my receipt, of course. In the old days I simply had to let the subscriptions go, or else take a livery and drive all day at at expense to the company of all there was in the subscriptions."

In cases of fire help is secured in less time than it takes to arouse the average fire department. With the ringing of the fire alarm—which is the general ring on the line, the husky farmer lad is soon on horseback hastening to do what he can to save the property of his neighbor.

Call for the Physician

The family physician is wanted. Instead of making a long drive to town, only to learn perhaps that the doctor is away, the telephone is brought into requisition and he is located very quickly. He may be right near at hand, visiting some other home in the community. If he cannot be found, some other physician is soon secured and is on the road to the home of the afflicted before a team could have fairly started for town. Again, the home may be quarantined. By the use of the telephone communication is at hand with the outside world and the weary watchers cheered by words of encouragement from friends who would have no other avenue open to them of communication. Supplies are ordered and instructions secured from the medical adviser.

The old binder may break down, an extra is wanted. It is the midst of the harvest and every minute counts. Word is telephoned to town and it is sent out by the hardware man or ordered from the distant factory without the loss of time incidental to driving to the village and ordering by letter.

Then there are the pleasures which are to be derived from the farm telephone. Mothers who feel that they have not the time to dress up and go over to the neighbors, simply call them up and in a short time learn whether the baby in the community has a new tooth; whether the children are over the measles; whether Mrs. So and So's incubator is working, and whether as many chicks were secured as expected. The visit over the line is an inspiration, it relieves the monotony of everyday life until some other good neighbor who possesses a phonograph announces that he has some new records and will give a concert. The music ring is given and receivers all along the line come down to hear Sousa's latest.

Reduces Number of Insane Cases

Strange as it may seem to some of you, it is undoubtedly a fact that the farm telephone has been an important factor in reducing the number of insanity cases coming from the farm. Before the advent of the farm telephone the life of the housewife was in many cases one of solitude and foreboding. Closely confined at home, the team being busy in the field when possible for her to go to call, she was compelled to walk or remain at home, to grieve over her condition. With the coming of the telephone, the establishment of the rural routes and improved roads, conditions have changed to a remarkable degree. The encouraging voice of a neighbor is heard over the line, they talk of matters of general interest, with the result that the drooping heart is buoyed up and encouraged, and in place of foreboding there is good cheer and joy.

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Journalism Week at University of Missouri

Columbia, Mo.—The program for "Journalism Week," an annual event at the School of Journalism at Columbia, Mo., is about completed. Many editors and writers of national fame have been obtained. In addition several press associations will hold meetings during the week. The dates are May 6 to 10, inclusive.

The speakers already announced are: Chase S. Osborn, governor of Michigan; Ralph H. Pulitzer, president of the New York World; Thomas Nelson Page, the most famous Southern author; George S. Johns, editor of the St. Louis Post-Dispatch; Louis T. Golding, editor of the St. Joseph News-Press; W. M. Ledbetter, city editor of the St. Louis Globe-Democrat; Sam Hellman, city editor of the St. Louis Republic; M. J. Lowenstein, manager of the St. Louis Star; Harold Hall, editor of the St. Joseph Gazette; H. J. Haskell, of the Kansas City Star; Thomas H. Rogers, of the St. Louis Times; Mrs. Juliet V. Strauss, the country contributor of the Ladies' Home Journal; John B. Gairing, editor of the Western Publisher; Col. B. B. Herbert, editor of the National Printer-Journalist; E. C. Jett, of the American Press Association; A. B. Chapin, of the Kansas City Star; George W. Coleman, of Boston, president of the Associated Advertising Clubs of America; Glen Buck, of the Glen Buck Company, Chicago; R. T. Deacon, of St. Louis, treasurer of the Ben Franklin Club of America; DeWitt C. Wing, of the Breeders' Gazette; Strickland Gilliland, humorist and lecturer; Clarence Ousley, editor of the Fort Worth, Texas, Record; E. L. Purcell, of the Fredericktown Democrat-News; Charles W. Green, of the Brookfield Argus; H. S. Sturgis, of the Neosho Times; Philip Gansz, of the Macon Republican; E. P. Caruthers, of the Dunklin County Democrat; Mrs. S. W. Lee, of the Savannah Reporter; R. R. Gilbert, of the Warsaw Times; Jewell Mayes, of the Richmond Missourian. Other names will be added in the program to be issued later.

The week's program begins Monday evening, May 6, with addresses by Governor Chase S. Osborn of Michigan, on "Journalism—The Country Field," and by Ralph H. Pulitzer, of the New York World, on "Journalism—The City Field." The closing session is Friday evening, May

10. The four-day programs are planned so that in general Tuesday and Wednesday will be devoted to discussion of news and editorial, Thursday to advertising, and Friday to the county newspaper and its special problems. The Missouri Press Association will meet in Columbia, Tuesday, Wednesday, Thursday and Friday. The Association of Past-Presidents of the Missouri Press Association will hold its second annual session in Columbia Wednesday.

Among special topics to be discussed are: "Journalism and Public Service"; "Humor in the Newspapers"; "Agricultural Journalism"; "The Editorial Policy of a Metropolitan Newspaper"; "Journalism and Literature"; "The News as the City Editor Sees It"; "Newspaper Illustration"; "The Work of the Political Reporter"; "Retail Advertising"; "The Cost System"; "Advertising as a Public Service"; "The Getting of Advertising"; "The Significance of the Ad Club Movement"; "Country Journalism as a Field for Women"; "Co-operation in Newspaper Publishing"; "Newspaper Ideals"; "Plates and Patents"; "The Editorial Page in the County Newspaper"; "The News in the County Newspaper"; "Special Features in the County Newspaper"; "The Equipment for the County Newspaper Office"; "Business Methods in the County Newspaper Office"; "The County Newspaper's Return Upon the Investment."

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Cost Congress at Louisville a Great Success

The Printers' Cost Congress at Louisville, Kentucky, on April 10 and 11, proved to be a great success. The attendance was large, and exceeded even the expectations of the promoters.

On the evening of the tenth there was an informal smoker which was of a purely social character, given under the auspices of the Louisville Convention and Publicity League. About a hundred were present, and a pleasant as well as profitable time was spent.

On the morning of the eleventh the congress was opened and committees were appointed. H. C. Wedekemper was in the chair, and nearly two hundred printers registered.

E. E. Sheasgreen gave an illustrated lecture entitled "Demonstration of the Cost System," and R. T. Porte of Cincinnati gave an address on "Costs in a Country Printing Office," which was a great eye opener to those present, proving that in the past actual money had been lost upon most of the jobs which had been done. It was unanimously decided to form a state Ben Franklin club and officers were elected for the ensuing year.

In the evening a banquet was given at the Seelbach hotel under the presidency of H. C. Wedekemper, when the principal addresses of the evening were given by Henry Allen of Chicago, secretary of the Ben Franklin Club of America; L. T. Davidson, president of the Courier Journal Job Printing Company, and W. P. Jobson, the Kentucky director of the Ben Franklin Club of America. Mr. Allen took for his subject, "The Need of Organization." Mr. Davidson had assigned to him "The Kentucky Printer," and Mr. Jobson spoke on "The Need of a Cost System."

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"Education is only another term for efficiency, and efficiency is the watchword of the modern world. Efficiency means effectiveness, it means the elimination of waste; it means attaining the greatest results with the least expenditure; it means the progress of advertising in the broadest and best ways."—Herbert S. Houston, in "The Stimulator."

Kansas State Editorial

By Roy Eldridge, University Daily Capital

THE State Editorial Association of Kansas was entertained at its twentieth annual meeting, April 8 and 9, by the department of journalism at the University of Kansas, Lawrence.

The attendance was the largest in the history of the association, except at meetings held in the capital of the state during the session of the legislature. There were more than two hundred newspaper men at the meetings and many of them were accompanied by their wives.

Melville E. Stone, general manager of the Associated Press, and Thomas L. Masson, literary editor of Life, were secured by Prof. Merle Thorpe, head of the department of journalism, as the principal speakers for the occasion. They addressed the editors and others at a large meeting held in the gymnasium building of the University, besides speaking at the several dinners and luncheons at which members of the association were entertained.

The editors manifested great interest in the printing establishment of the department of journalism, at which the University Daily Kansan is printed, under the editorship and management of students in the department. Both linotype and monotype composition are in use in this office, which turns out not only a six-column daily but two monthly magazines, and a large volume of other matter such as news bulletins and catalogues.

Appreciating the benefit which the newspapers of the state are receiving and will receive from this department through its experts in the departments of printing, and advertising, and newspaper management, the association asked the university to "broaden the scope of the work of the department of journalism along the lines of the present university extension work, in the interest of the newspaper and job printing offices of the state, in the installation of the cost system and other improvements that will tend to put these offices on a more uniform and scientific basis."

Professor Thorpe has announced that the department will improve every opportunity to assist the editors of the state in raising the standard of their papers and improving the efficiency of their business systems.

After a half-day of inspection of the university in its various lines of practical work for the state, the editors listened to an impressive address by Mr. Stone dealing with the "old moralities" as they apply to the production of the ideal newspaper.

Mr. Stone spoke from a Biblical text: Luke xii:48, "For unto whom much is given, of him shall much be required; and to whom men have committed much, of him will they ask the more." He applied this to the work of the editor, and declared that it furnished the guiding principle of the Associated Press, of which he is the head. He insisted that the same rules which he put into effect in the office of the Chicago News when he established it in 1875, are of universal application: to divorce absolutely the editorial and business sides of the paper; to keep the news truthful and clean, printing nothing that could not be read aloud by a virtuous young woman in a mixed company; to make correction for any mistake in the paper; to keep the three purposes of a newspaper in their proper order, first, to present the news, second, to lead public opinion through the editorial policy, and third, to entertain.

To show the absurdity of charges sometimes made against the Associated Press, Mr. Stone described the

character of the organization and declared that "it is utterly impossible for anyone in the service, from the general manager to the least important agent at the most remote point, to send out an untruthful dispatch and escape detection. You may write a biased or inaccurate statement for a newspaper and 'get away with it,' but you can not do it with the argus-eyed millions who read the Associated Press dispatches. Its truthfulness is preserved automatically. One evidence of this is that during the life of the present organization we have never paid a dollar of damages in an action for libel, nor have we compromised any case."

Mr. Masson's principal address was concerned with the characteristics necessary in an editor. His points, tersely stated, were driven home by appropriate anecdotes. "A newspaper man," said he, "is bound to get better and better all the time. He rubs up against human nature, and you can't rub up against human nature continuously, if you do it in the right way, without getting morally better."

The editor of the New York Sun, according to Mr. Masson, puts the quality of observation first among those necessary for the newspaper man. Out of the seventy-five reporters on the Sun, fifty-two are university men.

"One of the great things in newspaper training," said Mr. Masson, "is to learn to exercise the imagination so as to tell your story in a way to bring out the dramatic quality.

"Then there is the quality of personality. It is the individual expression that counts; not so much the substance, but the form.

"Many a newspaper man has failed because he has not taken up the fight after he has been whipped once. Charles Dana Gibson expressed this to me through the simile of the prize fighter. He said that many a man has eventually won out after having had nine counted over him."

Mr. Masson illustrated this quality of persistence by the story of a carrier pigeon. The owner of the pigeon said, "A fellow played me an awful mean trick the other day. He bet me $100 that my pigeon couldn't find its way home from Philadelphia in twenty-four hours. Then he took the pigeon to Philadelphia and clipped its wings."

"Did the pigeon come back?" the owner was asked.

"Yes, but he had awfully sore feet."

The editor of Life named "manner" as another important quality for the newspaper man. He also emphasized the value of taste and a sense of humor.

"The quality of newspapers," concluded Mr. Masson, "depends on the quality of the people. It all comes back to the American home. The editor must please his readers. It is the American family life that counts the most."

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HOPING FOR GOOD RETURNS FROM MICHIGAN

The Detroit Times, March 8, 1912.

My Dear Mr. Herbert: I wrote you in appreciation of your splendid February issue upon receiving the same, and was especially grateful for the good word you had to say about the proposed gathering of the sectional associations into one strong state body.

I hope you will get good returns from your special efforts in this state. You certainly deserve them.

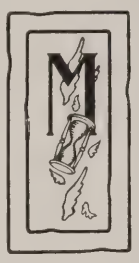
Trusting Michigan will be well represented at the meeting of the national association this summer, I remain,

Yours very cordially,

JAMES SCHERMERHORN,
Publisher.

First Michigan Cost Congress

Great in Program, in Attendance, in Arrangement and Efficiency



MICHIGAN held a proud lead, for many years, in all her state institutions and then in her newspapers and press conventions. At one time the "Free Press," next to the Springfield (Mass.) "Republican," was more widely read throughout the country than was any other newspaper in a city of the size of Detroit, in the nation, and we believe, writing from memory, that it had a circulation of sixteen thousand in Europe. The old Detroit papers have maintained their position and the press of the city has been given additional fame, of late years, through that aggressive, reliable, model newspaper, "The Daily Times," by James Schermerhorn, a true knight of the calling, who learned his lessons with his father on a country newspaper, in western Michigan, and has proved true to his early training in his loyalty to the people and to the highest ideals of honor, honesty and independence in his paper.

The first cost congress of Michigan proved worthy Michigan's traditions for efficiency and earnestness. There was an attendance estimated at between four and five hundred and it was "a go with no favors" from start to finish. The members of the Michigan Cost Commission and the local committees, who had the arrangements in charge, deserve honorable mention and high praise. They were:

Members of Michigan Printers' Cost Commission: George Harland, Detroit, chairman; J. S. McMillan, Monroe, secretary; Edwin C. Peters, Saginaw, treasurer; Fred W. Gage, Battle Creek; Alletz K. Tyson, Grand Rapids; H. A. Dixon, Port Huron; R. A. Moote, Jackson; J. B. Rieg, Kalamazoo; R. L. Ripley, Lansing; John Gregory, Bay City.

Chairmen of Local Committees: Robert W. Hamilton, Reception; Edward N. Hines, Publicity; Wm. V. Parshall, Finance; A. V. Stevens, Exhibits; Chas. Springman, Badges; Harold Breck, Thursday Entertainment; Wm. E. Barie, Friday Entertainment; R. S. Radcliffe, Chairman of Wayne County.

The sessions were enlivened by orchestral music and songs. One of the characteristic songs, written for the occasion by A. B. Merritt of the "Grand Rapids Bunch," was as follows:

THEY'VE GOTTA QUIT KICKIN' US PRINTERS 'ROUND!

1. We've got our ears close to the groun'
   And we hear a rumblin', grumblin' soun';
   There'll be a change soon, I'll be boun'
   They've gotta quit kickin' us printers 'roun'!

   Refrain:
   We don't care a ding for to get renown,
   But we gotta get money or our biz will down;
   An' we aint goin' to be like a yellow houn'
   That everybody thinks he can kick aroun'!
   Wow! Quit kickin' us printers 'roun'!

2. There ain't no use, now I'll be boun'
   For us good printers to hang aroun'
   And live on the crusts of this danged old town;
   They've gotta stop kickin' our prices down!

3. Now YOU can crawl on the dirty groun'
   Or wiggle like a snake on the grassy moun'
   But by Jerusalem and Puget Soun'
   I'LL learn to swim or I sure will drown!

After the opening exercises, addresses of welcome and response, and election of officers, the convention got right down to business. An address was delivered by W. J. Hartman, of Chicago, president of the Ben Franklin Club of America, on "Cost Finding." He spoke not only of the methods, but of the results after the system has been installed, which, in his own case, and in many others, had proved immensely satisfactory. His remarks, which

were instructive and well received, will appear in the June issue of the National Printer-Journalist.

H. W. Flagg of Chicago gave a stereopticon lecture on "The Printer and the Dollar." He illustrated the cost finding system by charts. He said that "Co-operation is the keynote of the uplift of the craft," advocated the use of the uniform printed blanks for figuring estimates for customers, and also credit information bureaus for mutual protection in extending credits. He was heartily thanked by the chairman for his helpful instruction.

Mr. Fred W. Gage gave an illustrated address on the topic "Technicalities of Modern Illustrating." He gave a description of the various kinds of engraving commonly used—zinc etchings, wood cuts and chalk plates—and, with his color slides, illustrated each process. The plates showing the three-color process won the applause of his hearers.

"Efficiency" was the topic of an address by E. Ralph Estep of Detroit, and he handled the important subject in an able manner. He said that "The cost system is a telltale of the actual shop production efficiency." He urged that apprentices be better taught in the art and in the broader shop knowledge.

"The better the apprentices learn their trade, the better pay they will receive as craftsmen, and the greater will be the profit to the office. Time is lost in the detail and red tape transmission of directions from one to another before the printer gets to the actual work."

He said the honest buyers of printing do not find fault with the printer's legitimate profit. Many times the customer pays for the mistakes and inefficiency of the printer. He showed, for example, a job which he regarded as an efficient job which was done in one day. A modern education may be seen in a major league baseball game. The baseball team has one boss and no second attempts, while some printing offices have too much "bossing" and not enough trained men in the rank and file of the craft. Team work, with every man up to his work, is needed in the print shop.

John J. Miller, of Chicago, talked on "Cost of Machine Composition." His address appears elsewhere in this issue.

"A Hot Talk on a Warm Subject" gave Mr. Gene Turner, of Chicago, a topic in which to deal with fire insurance and fire risks. He answered the query as to why printers are compelled to pay such high rates for protection, and showed how co-operation in fire insurance had brought better conditions and lower rates.

Mr. Louis C. Cramton of Lapeer, Mich., gave, in an instructive manner, "A Country Printer's Cost Experience." He spoke of his three sources of revenue, subscriptions, advertising and job work. He told of the forms of blanks that he has adapted to cover cost finding, etc., and explained his method of using them. He had effected a distinct gain within the year. He claimed that the editor gave more of his time and talent, of his investment and of himself, to the community, to the general good and uplift, than does any other man, and richly deserves his reward, which must come through an understanding of his business and the cost of production in every department.

A telegram was received from Commercial Club, backed by City Government, inviting the cost congress to meet at Kalamazoo for its second meeting in April, 1913, promising a good and profitable time for all delegates.

During the time devoted to three-minute talks by Michigan printers, C. J. Strang of the Strang Printing Co. of Lansing gave his experience of the past two years after installing a practical cost system in his office.

Mr. Grant Goodrich of Grand Rapids spoke of co-operation among printers and referred to shop practices by printers, and of evils that have crept into the craft. He referred to a large buyer of printing who believes he gets the most value and a correct price from the intelligent printer who studies modern cost methods.

Thomas Brewer of Grand Lodge was enthusiastic in his advocacy of a better system in country offices, and described his own system, which he has evolved for his own needs.

Saturday Morning

The convention was called to order at 9:40 by President Harland.

Before the meeting the members gathered in the convention hall and, with the orchestra, sang the printers' slogan, "They've Gotta Quit Kickin' Us Printers Around'."

B. B. Herbert of the National Printer-Journalist, Chicago, was asked to address the convention. He referred to the cost system and said that it is the basis of efficiency. The cost system should be called the efficiency system. He spoke of the early and deserved fame of the educational institutions of Michigan that had served as models for many other states. Here was found efficiency at the very basis in Michigan, and he was pleased, and not surprised, at the efficiency shown by this convention of Michigan printers, and prophesied great and beneficial results, that would go out, not only to benefit the members of the craft in this, but in other states, and that would be felt in the good and inspiring effects at the approaching convention of the Ben Franklin Club of America in Cleveland and at other gatherings of editors and printers.

Robt. Denham, the cost expert, said that he had attended thirty conventions and cost congresses in the past year. He referred to the harmony existing between the members of the commission. He compared the growth of printers' organizations to the construction of a great building. He called fear the great bugbear that retarded the progress of printers and urged them to have confidence, and to get together. Intelligent competition is all right and will help the game. Time computations are not cost systems. The printing industry is all right, but the fault is all in the man. He gave some personal experiences showing how lack of a cost finding system resulted in failure.

Mr. J. F. Berkes of Cleveland, president Ben Franklin Club of that city, brought the greetings of his club. He related several good stories, illustrating the workings of wrong and right systems. He gave a price on a catalogue at $800 two years ago; the job was not gotten out until recently, and the cost system was put in use and a price of $1,100 was given and he got the work. Association in work appears to be laborious and discouraging at times and no particular progress seems to be made, but he believed in pushing the ball along. He invited all members of the Michigan Cost Congress to come to Cleveland June 20, 21 and 22 to the big meeting. His address was inspiring and well received.

The chairman introduced Mr. W. V. Parshal as the best financial secretary in the United States. Mr. Parshal spoke briefly of his work. Said it was the easiest job he ever had to get money from Detroit printers.

Mr. T. S. Ethbridge of Grand Rapids spoke for the small printer. He said no man sells his product, if he knows it, at a loss. He errs because of his ignorance. He related his early experiences. His knowledge was of presswork, composition, etc., but he had no knowledge of business method. A man is as he thinks. He gave his personal experience because he believed it would help others. He had great faith in confidence; to dare things

"don't be afraid of the cards." One of the first things he did was to hire a bookkeeper. Commenced with $300 capital, now inventories $58,000. No debt. Depreciated value, $44,000. Draws $20 a week for "Mr. Reserve" as a sinking fund. Urged all printers to accept the testimony of hundreds of cities that the hour cost was genuine. Speaking on efficiency, he described the process of getting out hurry work. His talk was full of ginger.

Mr. R. T. Porte of Cincinnati spoke of "Costs in a Country Printing Office." He is secretary of the Ben Franklin Club of Cincinnati. He related how he got his start in the cost system, crude at that time in the light of more experience. Even the time blanks and summary sheet looked good. Enlisted the co-operation of others in his town to assist in putting in the cost system. He said that he waited with impatience for the coming of the first cost congress. He found first blanks not suitable for small offices. He is not now actively engaged in the printing business, but following his mission of preaching costs to the country printer. He also gave his demonstration of how to secure the estimate on given job. He used the following blank, a copy of which was placed in the hands of each one present, and had the blanks as items of cost or expense filled out by the audience, and showed that they could ascertain his hour's cost therefrom:

SUMMARY OF EXPENSES AND COSTS

For Month of	191....
Value of Equipment and Office....	$.....
Items of Expense	Amount
Proprietor's Salary (not less than $80)	.....
Paid Employees for Month.....	.....
Rent for Month.....	.....
*Heat or Fuel.....	.....
*Light	.....
Power—or Gasoline used for Power.	.....
*Insurance	.....
*Taxes	.....
*Interest on Investment—6% per Year	.....
*Replacement—10% per Year.....	.....
*Interest on Borrowed Money or Purchase Contracts	.....
*Commercial Investment.....	.....
*Bad Accounts	.....
*Spoiled Work.....	.....
Office Stationery and Postage.....	.....
Advertising	.....
Telephone, Telegraph, etc.....	.....
*Donations, Charity, etc.....	.....
*Organization Dues, Trade Papers, etc.	.....
*Water, Soap, Towels, etc.....	.....
Rollers, Gauge Pins, Tympan Paper, etc.	.....
Wrapping Paper, Twine, Paste, etc..	.....
Lye, Gasoline, Rags, etc.....	.....
Tabbing Glue, Binders, etc.....	.....
.....	.....
Other Expense—Not shown above...	.....
.....	.....
.....	.....

TOTAL EXPENSE

Number of Chargeable Hours.....	.....
Cost per Hour.....	.....

*Each of these Items should be one-twelfth of Annual Cost.

The result showed that in a two-man country office, worth only $2,000, the hour cost could not be less than $1.06—that is, every hour's work must be charged at the rate of one dollar and six cents to cover the items of cost or expense.

The word "replacement" should be used instead of "depreciation." The printer should set aside 10 per cent in a fund to maintain his equipment, should take out 6 per cent as profit in order to buy first-class bonds. Every printer should pay himself a salary and gain a 25 per cent gross profit on his costs. He answered a question as to how in the one-man shop, the editor can keep track of his own time. His answer—"stop the pendulum of the clock—let it loaf when he stops in his work. The trouble with the printing office today is "Jones" cuts on one thing, "Smith" cuts on another, both are price cutters and don't know it. The speaker made a demonstration of the cost of operating a one-man shop with one assistant on monthly basis. He showed the effect of a rebate of a cent on a job. The figures must be wrong or right. Printing accounts, he said, should be immediate cash, no thirty days or sixty days. He believes in no cash discount. He showed a cost of $1.06 per hour.

Saturday Afternoon

Mr. R. A. Moote addressed the congress upon the subject, "Minimum Prices for Small Quantities and Selling Methods." He referred to work for societies and organizations in which ladies are interested. Ladies' clubs think everything should be more or less donated. The speaker said that he doesn't get any church printing and doesn't want it. He has been handling jobs for one ladies' club and where he used to get $15, now, this year, he gets $48, for a six-page job. Mr. Moote suggested that the printer should always make prices to ladies before doing the work.

In referring to banquet programs and menus, he spoke of this class of work as being most difficult because the work has to be done with such extra care. "Always ask these committees about what they would like to pay—how liberal they wish to be in their appropriation." In considering the cost of even a job of 100 personal business cards, his cost sheets showed that he could scarcely make good at $1.50. His method is to give 100 or 200 cards at same price.

"Always try to sell a larger quantity, which gives the customer better value." He advised that the details incident to the production of a good letterhead be carefully considered, and, if they are, the result will warrant the charge of $4.50 for 1,000. He spoke of the number of times he pulls a form off for some correction before final O. K., if doing work for a customer who wants good work. "Presswork," he declared, "cannot be done less than $1.25 for 5,000 lots of letterheads and $1 per 1,000 in 10,000 lots."

Mr. Moote is of the opinion that success comes in printer's ability to convince his customer of the justice of the charge he makes. He has always got better than an average of 25 per cent profit over his costs. He only does work for which his office is fitted and turns down work sometimes because not fitted to do it.

He does not make prices off-hand but takes deliberate time to figure, and said that too many customers are looking only for the printer who makes mistakes. The speaker continued: "There is such a wide difference in honest opinion as to how long it takes to set a given job. One printer will figure two hours, another three hours and still another four hours. Let it be your policy to get out of giving a definite price on any job if you can. Do anything to discourage 'bids.' Never suggest your customer coming to you for any price.

"Remember your minimum job calls for the complete overhead and supervisory expense, and hence minimum jobs should bear a higher selling price than what you have been getting. Do for your regular favored customer more than you would do for a transient. There is a greater liability and risk in rush jobs. If mistakes come up trace them down to find where the blame is, but it is bad policy to charge a spoiled job back to the employe. Error jobs should be charged to profit and loss.

"In most spoiled jobs the fault is in the office. The price of safety lies in eternal vigilance. The proprietor should have an eye that will take in detail all through the shop."

By doing a repeat order several times, Mr. Moote finds his cost sheet comes within 23 cents on a $43 job, which shows the cost system is working. He thinks that every printer should keep his business to himself and not give things up to the customer. "Don't help to educate the customer," he advised. He expressed the hope that the time will come when printers will all figure closer together and when the prices upon all jobs will be more closely in agreement.

A telegram was received from Perry F. Powers regretting his being called home.

A telegram from Kalamazoo was read inviting the next congress there. It was signed by Chas. B. Hayes, mayor.

R. S. Radcliffe of Detroit gave an address on "Salesmanship." He advised "never to dissect your estimate for the customer." The leading thought of Mr. Radcliffe's paper was that it doesn't always pay to load up on work at a cheap price. He suggested that printers wait for the good job until their competitors were loaded up and couldn't do the good job.

Joseph Meadon of Detroit spoke on "Before and After the Sale." As he phrased it, "the printing concern is not looking after 'jobs,' but customers. The concern that has to look for a new customer every day is in hard luck." He urged his hearers not to overwork the word "quality" as referring to their product. "Get after the thought of efficiency in your talk and be efficient in your aid to the customer."

Mr. Meadon made several illustrations of different phases of salesmanship. He said, "Sometimes it is well to meet brutal frankness on part of customer with brutal frankness," and opined that persistency is a strong factor in a salesman's success. "Do not hesitate to ask your friend for business—it need not disturb your social relations."

The printer's correspondence plus the personal interview would indicate that he should be "wise as the serpent, but harmless as the dove." The printer has got to go against the dishonest purchasing agent, the decoy estimates, and the lost printer falls for the decoy figures. (Mr. Meadon used some very strong adjectives and his language was probably characteristic of him.) He urged that his hearers should do a higher grade of work and their competition would be less. He declared: "Every one can do good work if he tries, even though his facilities are not the highest. It is up to the house to see that the salesman gets customers, not the casual jobs."

The speaker continued:

"A salesman who cannot hold customers is a failure. The evolution of typography comes from the compositor. Give the workman more credit; encourage him. The improvement has come from year to year." Mr. Meadon's was a high-grade and very valuable talk, and showed he has been a student of conditions in the field of printing.

Mr. Henry Allen of Chicago then read an address on "Organization." The address is published in full in this number of the National Printer-Journalist. Mr. Allen is the secretary of the Ben Franklin Club of America. His final word was "Do It Now!"

Edward N. Hines presented his paper, "The Detroit Printers and Allied Trades," in a masterly manner. He is gifted with a voice of rich and pleasing tones and, if he were given the opportunity, could doubtless sway hundreds with his matchless oratory. The paper was full of "go" and was warmly appreciated.

Chairman Harland referred to Kalamazoo's invitation for the next congress and all the boys from Kalamazoo stood up to be counted as those who will assist. After the motion to go to Kalamazoo was put and seconded the convention unanimously voted in its favor.

Presentation of resolutions was made by Chairman T. S. Ethredge, read by J. B. Ring and, upon motion, were duly adopted.

Mr. Gage of Battle Creek read the organization plan for constitution. See copy of text. Mr. Gage moved the adoption of committee's report, seconded by Harry Normandums of Detroit. Remarks and questions followed. The motion to adopt report of committee carried. The acceptance of the constitution, as read, was unanimously decided.

The secretary read a number of letters from contributors to the first congress. These letters showed keen interest in the success of the movement. Mr. Gage stated that the first congress dies with the conclusion of this meeting and said that all members must now pay the initiation fee and the dues for the ensuing year.

The report of E. C. Peters showed:

Register of 327 members	$ 983.00
Contributors, supply houses	560.00
Receipts, total	$1,543.00

Amount left over be handed over to new organization. Motion prevailed.

The nomination committee made its report by Mr. Radcliffe, and the following were duly elected officers of the Michigan Cost Commission:

President, George Harland, Detroit.
First vice president, J. B. Rieg, Kalamazoo.
Second vice president, Fred W. Gage, Battle Creek.
Treasurer, Edwin C. Peters, Saginaw.
Secretary, John S. McMillan, Monroe.
Alletz K. Tyson, Grand Rapids.
H. A. Dixon, Port Huron.
Rollo A. Moote, Jackson.
R. L. Ripley, Lansing.
John Gregory, Bay City
Perry F. Powers, Cadillac.
Patrick O'Brien, Iron River.

The second Michigan Cost Congress will be held in Kalamazoo April 17, 18, 19, 1913.

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Circulation to Secure Advertising

One of the strong selling points which the Deutsch-Amerikan Farmer, Lincoln, Neb., uses in advertising its space at 35 cents the agate line, is that its circulation of more than 140,000 readers is strictly paid in advance. It is only a question of time when all publications, great and small, will be run on this sane basis of cash-in-advance-stop-when-up. Anyone who will devote an hour to good honest thought on the subject can see that that is the only conservative way the publishing business can be conducted at the extremely low rate on which publications are supplied.

Modern Business-Building Schemer

The Magazine "Feature" Issue—By C. L. Chamberlain, Osseo, Michigan

THAT modern magazines exist only by reason of the advertising patronage they receive is a fact well known to all publishers and large advertisers, but not so well to the public at large. All magazine readers have noted the expensive premiums offered with subscriptions, the low club rates, and, in comparison with the ever increasing expense attached to the literary contents, have doubtless wondered where the profits were obtained. There was a time, not so long ago, when the money received from subscriptions was supposed to meet the greater part of issue expense, leaving most of the advertising income as clear gain. But that time has passed and the money received on subscriptions only slightly exceeds the cost of getting the new subscribers necessary to hold up the circulation. It is to the advertising that publishers turn for funds to meet the heavy cost of publication and for the profits, if any, which the business affords.

Every publisher is constantly on the lookout for new methods of building and retaining a substantial advertising patronage. Any magazine of decent appearance able to show a fair circulation and reasonable rates will retain a certain amount of patronage of a permanent nature. Little or no effort is required to hold these firms who have tested the publication as a medium for their particular kinds of business and have found it satisfactory. Some of the older magazines proudly call attention to certain of these long-time patrons whose advertisements they have carried twenty, thirty, or even forty years.

But changes are constantly taking place in business circles and only as the price of constant endeavor can enough of the old be retained and the new secured to render the venture financially remunerative. Subscription campaigns maintain the circulation at normal with a constant effort to exceed this by a few thousands. Hence advertising rates at the regular figure with a constantly increasing subscription list is one very good talking point in the search for advertising patronage

All plans become stale after a time and something new must be devised as the talking points both for subscription and advertising campaigns. For some time the former has relied chiefly on premiums and cut club rates and has found them sufficient bases for several yearly campaigns. Recently the advertising and publishing departments acting together have devised an interesting scheme by which new advertisers are secured. This is known as issuing "feature" numbers.

The "feature" number is a regular monthly issue devoted to a special subject. A certain state may be selected, or perhaps a group of states, or a prominent region devoted to a certain industry. Other features are such subjects as "Irrigation," "Forest Conservation," "The Saving of Waste Products," or they may concern a single industry, agriculture, mining, or manufacturing. Sometimes a national or international exposition is made the basis of the "feature." One magazine has featured "The Gulf Coast" which means that a large part of the month's issue was devotel to interests pertaining to the states bordering on the Gulf of Mexico.

These featured regions or subjects are described in illustrated articles by writers who reside in the regions of which they write or have traveled through them so thoroughly as to be fully conversant with them. In these articles past history and development are related; present social and industrial conditions are portrayed at some length, while the possibilities for future expansion receive special attention. Great cities, industries, business men and houses, and local industries all receive a varying amount of attention.

Some of these articles are paid copy from the editorial department while others come from real estate and promotion concerns that expect to prosper from the publicity thus afforded the region in which their capital is invested. According to source and general content, these articles naturally classify in three sections—the paid copy by general writers selected and purchased by the editor; the articles furnished free by the promotion men, and last, articles of a similar nature but giving such names, prices and other details which rank them as advertising and for the publication of which space rates are paid. It is really difficult to distinguish the purchased articles of the magazine from the equally interesting write-ups of the development companies many of which occupy space at regular advertising rates.

These special issues are planned many months, perhaps a year, in advance of publication. Their forthcoming is announced several months in advance through the columns of the magazine itself, by letters direct to supposedly interested parties, and in other magazines. Reputable business enterprises of every kind in the region featured and the larger general advertisers through the country at large, are informed of this issue, while rates and other details are furnished in plenty of time for them to prepare their copy for advertising in this number.

For the use of space in this one number a special advertising rate is usually made. This is generally a pro rata cost for one month based on rates for a year. The special talking point is the heavy increase in circulation. Advertisers wishing to take

out long-time contracts are allowed to count this special issue at regular rates. Occasionally a special trial rate lower than the average is made, but this is not often the case on account of the consequent unfairness to men who advertise on time contracts and are thus compelled to pay more than the merest transient.

Among all publications of similar rank and class much the same advertising rates must obtain. Outside this class, for a special kind of readers, say a trade or professional kind, a higher rate may be asked. This rate, usually expressed as a certain price per line or page of a given size will run very much the same per thousand circulation when the same amount actual space is considered. This rate based on the lowest, sometimes the average circulation of the previous year is used for the regular monthly, quarterly or yearly advertising contracts and all specials, increased subscriptions, etc., held out as inducements when obtaining new patrons.

A large additional circulation is promised for the feature issue. The newsstands in the area featured will dispose of a large number of "extras" while there is a small increase in sales throughout the country at large. The larger advertisers, especially the various development and promotion concerns, use a great many copies for advertising purposes, sending them wherever they wish to interest people for business reasons.

The increased circulation is worth to the general or national advertiser just about the sum charged by the thousand on regular contracts. Hence the inducements offered in the many thousand extras prove quite attractive to the advertisers when making up the yearly list of mediums. When it is known in advance that a publication will continue the issue of feature specials as in the past, and that these specials afford a valuable increase of genuine readers, this fact has weight not only in the selection of the publication as a medium but in the amount of space engaged as well. Most advertisers are ready to contract for larger yearly space on the strength of the large additional circulation brought in by the feature issues.

Advertisers who find certain publications valuable in their general advertising to reach the public at large frequently increase their space in the feature issues without making such increase a part of the yearly contract. They may wish to use this space in larger quantities only in a certain region featured in a single issue. A feature issue selling heavily in a certain region becomes an excellent medium in which to pave the way for a business campaign by travelers. Every town to be visited has been reached by the advertising and consumers are beginning to arouse local merchants by asking for the advertised goods. Conditions are then ripe for a resultful campaign through travelers and the larger houses are becoming thoroughly alive to the possibilities offered.

Since the purpose of a feature issue is to afford much information on the manufacturing, mining, or agricultural conditions which obtain in a certain section, it follows that the contents of both literary and advertising pages will be of interest to a wide circle of people, business men, employes as well as employers, seeking new locations. For this reason advantage is taken of these issues by that newly originated and announced organization, the City Improvement Company, to set forth the desirable facts pertaining to its city for the prospective manufacturer. City advertising is only in its infancy but the idea seems to be to make use of the drawing qualities of approved advertising methods in exploiting the advantages of a city and its surrounding territory. Its methods aim to attract desirable industries and through them desirable citizens. Feature issues are of the highest value for such purposes and one well-known magazine makes a specialty of seeking municipal advertising through its well-devised feature issues.

A large amount of special advertising in feature issues emanates from business houses located within the section featured. The fact that their part of the country will be thoroughly covered by this publication is an incentive to use its pages for the enlightenment of the people in this section as to the commodities they handle. This issue is of special value to the real estate men, promotion and immigration companies and all concerns organized for the exploiting of local conditions, social or industrial. Manufacturers and dealers in local products use this issue when they do not find the regular issues profitable. Or using the regular issues in small space, they greatly increase the amount in the specials. There is no question but that under proper conditions advertisers find these feature issues excellent mediums for covering thoroughly the sections featured.

There are conditions which may occur that deprive the advertiser of his expected gains and render heavy expenditure for space decidedly unfortunate. Sometimes this additional circulation is of a poor quality and produces no traceable results. Many of the extra copies are samples. Completing the promised number of copies and disposing of surplus numbers by sending them out as samples becomes necessary when a publisher has guaranteed a definite increase and advance sales do not indicate the required amount. Sample copy circulation is not usually considered as high quality. Too many of the magazines fall into the hands of people who give them scant attention. Publishers sometimes anticipate a heavy newsstand demand and furnish an over-supply of "extras" which come back later to be sold for a few cents, sent to charitable

institutions or disposed of to the old junk man, in all cases becoming largely what is known as waste circulation. Even the copies mailed out by promotion concerns may go to people who give them little attention excepting possibly the pages "blue-penciled" by the senders.

With most publications the feature is what it purports to be, a special issue. It appears only two or three times a year and while then used as a means of interesting new advertisers it also becomes a neat way of favoring old patrons who benefit by the increased circulation. If honestly published, the magazine will be able to retain a considerable number of the new general advertisers, and if the increased circulation was not unduly inflated by samples a fair portion of it will also become permanent. But the attractiveness of this increase in patronage is sometimes the cause of the publisher's undoing. With him "special" issues become the regular practice. Some of the leaders in the feature business now run from six to nine features in a year, each of which is made the subject of a special campaign for advertising and subscription patronage.

When considered from every viewpoint the feature issue sums up just about the same as any other business proposition. It is worth just about what it costs; when honestly conducted it may become a valuable medium for certain purposes. The danger lies in issuing so many during a year that they cease to have the value accorded to a feature that is novel and unusual. Publishers in their zeal to announce a large increase in circulation may become responsible for so large a number of copies that the manner of their distribution renders them largely waste circulation from the advertisers' point of view. No rates should be made which do not protect the long-time, contract advertisers, since these are the men whose money makes possible the regular publication of the magazine. Incidentally the general reader will derive a great deal of interesting information from the well written articles they contain, not a few of which may be found therein because some business concern has paid for the space they occupy at advertising rates.

* * *

A New Wrinkle

A little booklet from N. W. Ayer & Son, the Philadelphia advertising agents, contains a new wrinkle which may offer a suggestion to some other printer. The booklet has the inside leaves much shorter than the cover, the latter projecting about an inch at the top, this space having these words prominently printed upon it: "There Is a Book That Will Give You——." The reader is then expected to read from this sentence down onto the inside page, each one of which has a little story which hitches onto the two lines above.

The Strongest, Most Powerful Newspaper Organization in the World

A Get-Together and Educational Meet—A Post-Graduate Course Up-to-Date

By W. F. Parrott, Secretary, Waterloo, Iowa

AT CHICAGO, June 24, 25, 26 and 27, inclusive, at Hotel Sherman, the twenty-seventh annual convention of the National Press Association will be held. It will be the cornerstone ceremony of the erection of the most powerful and useful newspaper organization in the world. A broadening out, developing, placing securely upon the highest and greatest pedestal of achievement and supremacy.

In reality it will be a post-graduate course in the profession. As the young physician goes to the city for higher education, so you can come to this great meeting—bring all your business and operating troubles with you. Professional and practical men will diagnose the case and tell the remedy needed for faulty collections, employes, machines and methods. Perhaps the bank account is suffering with a malady that promises extermination. Learn of the cost system and new methods of efficiency that in the straight printing business is working miracles, actually causing the lame to walk, the blind to see and the all but dead to rise again. The perplexing question whether to purchase this or that machine can be convincingly settled by those who have had the practical experience—convalescing from the trying ordeal.

The Department Plan

The four great problems that the proper solving of which bring success to the calling are to be treated in a practical and result-accomplishing manner—actual information and education for time and tuition. They are divided as follows:

"Publisher," printer, cost system, the business side; chairman, John Clyde Oswald, American Printer, New York City, N. Y.

"The Daily Paper," from the office devil to the editor, every phase of the question; chairman, Frederick P. Hall, Jamestown, N. Y.

"The Weekly Paper," whether a family affair or a ten or twelve employe enterprise; chairman, Ovid Bell, Fulton, Mo.

"Journalistic Education," the acquiring for the coming generation what the present often feel the need of and what can in a degree be imparted to them; chairman, Dean Walter Williams, School of Journalism, State University, Columbia, Mo.

All the instructors, chairmen, are practical men. They have made good in their departments.

An Exposition

Two hundred invitations have been issued to the supply men of the nation, urging them to exhibit their products at Hotel Sherman. The best in all the world will be on display for your edification and instruction. Many firms are accepting the invitation and all write encouragingly. They see a great future for the publisher if he will but heed the co-operation call.

Chicago Entertains

The wives, daughters and best girls are most cordially invited and urged to be present. Chicago will entertain you in a most pleasing manner. The tentative program is waiting final approval and those missing the privileges and courtesies extended will miss one of life's greatest opportunities.

Outing and Recreation

After the strenuousness of a course in the high educational field, there is something in store for the fortunate in attendance at the Chicago meeting. It is a trip of pleasure, practically upon the old basis. The opportunity will be given to visit the wonderful state of South Dakota. A visit to city, farm, mining country, every nook and corner of the progressive state will be inspected. A full seven-days' program of pleasure and not a cent of cost save the Pullman fare from the time the party reach the border line of the state and until it leaves. A glorious opportunity. The full itinerary will follow soon.

Membership

All memberships have expired save those paid during the year 1912. This notice is to all members and an appeal for new and renewal of the old does not apply to you if your certificate is dated in 1912.

Rally to the call and send in renewals at once. Go out in the highways and secure members. Have your friends know the condition, the real treat there is in store for newspaper publishers, editors and members of the profession in all its branches.

Opportunity knocks at the door of success but once in a lifetime. Will we open this door and bid the co-operation guest a welcome, thrice welcome?

Will you help?

First, by pledging membership (enclose $2 with it).

Second, by signifying your intention of attending the Chicago meeting and participating in the great seven-day South Dakota trip, which will be cheaper than staying at home.

Third, by your pledge that you will join the willing workers' force for a good cause and will get at least one new membership aside from your own.

Remember the first step in co-operation is to give hearty support to the officers in charge. They must know your intention so that they can complete all arrangements for your care and comfort.

Educative Exhibition

Hotel Sherman has provided a room, adjoining the convention hall, and other conveniences as to light and power. The result is that manufacturers have arranged for the making of an attractive, interesting and educative exhibition of printers' and binders' machinery, tools, types, presses, numbering machines, mailers, folders and other appliances and devices. Experts will be in constant attendance at the different exhibits, to give instruction and explanation. It will be one of the drawing and useful features of the practical, post-graduate course in typography and newspaper making.

The following firms and companies have already arranged for space and the making of such showing therein as will do credit to the exhibitors and be useful, interesting and gratifying to all members of the printing and publishing craft:

Acme Standard Mailer Co.
H. B. Rouse & Co.
Oswego Machine Works.
Eclipse Folder Co.
Wetter Numbering Machine Co.
F. P. Rosback Co.
Golding Mfg. Co.
Challenge Machinery Co.
Barnhart Brothers & Spindler.
Star Tool Mfg. Co.
J. A. Richards.
Miller Saw-Trimmer Co.
Wesel Mfg. Co.
American Type Founders Co.
Eastern Sales Co.
Roberts Numbering Machine Co.
H. H. Latham Machinery Co.
A. F. Wanner & Co.
Wanner Machinery Co.
Hamilton Mfg. Co.
Imperial Safety Con. Co.
Roberts Numbering Machine Co.

Several others will make exhibits to help forward the educational features of the convention. President W. H. French of Barnhart Brothers & Spindler, Chicago, has, by request, taken charge of the arrangements for this typographic exhibition, and inquiries addressed to him will receive prompt attention. It should be remembered that the convention is to continue four days, June 24, 25, 26 and 27, and time will be given for taking full advantage of these exhibits. Further details, with the names of additional exhibitors, will be given in the June issue of the National Printer-Journalist.

Program of Local Entertainments

J. W. Butler Paper Co., Chicago, April 25, 1912.

Mr. B. B. Herbert, Editor National Printer-Journalist, Chicago, Ill.

Dear Father Herbert: The following is the program of entertainments decided upon for the National Press Association meeting, June 24 to 27:

Monday evening, June 24: Theater party.

Tuesday, 10:00 A. M. (ladies only): Visit to Marshall Field & Co.'s store, followed by luncheon at Marshall Field's.

Tuesday, 3:00 P. M.: Ball games, White Sox and St. Louis.

Tuesday, 7:30 P. M.: Boat ride on Lake Michigan.

Wednesday, 1:00 P. M.: Visit to the Selig Polyscope Co.

Wednesday, 7:30 P. M.: Visit to Riverview Park.

Thursday, 10:00 A. M. (ladies only): Visit to Art Institute, followed by reception and luncheon.

Thursday, 2:00 P. M. (ladies only): Reception and musical at Chicago Press Club.

Yours very truly.

CHARLES E. KING.

Chairman Entertainment Committee.

Chairman King has proved himself worthy of his name in the arranging and managing entertainments for editorial parties and it can be certain that, backed by the Chamber of Commerce and the Press Club of Chicago, and the members of the allied trades, manufacturers and dealers, nothing will be left undone to make this visit of the National Press Association to Chicago the most memorable and enjoyable in the history of the organization. Any inquiries from members addressed to Mr. King, as above, will receive prompt and courteous attention and reply. A full account of the entertainments will be given in the June issue of the National Printer-Journalist.

The Headquarters

The Hotel Sherman, an illustration of which is given herewith, is one of the most modern, up-to-date, commodious hotels in the United States. Everything is brand new and on a magnificent scale. There are seven hundred fifty guest chambers, great parlors, reception rooms, halls and dining rooms. The hotel has a history that is entertaining and goes back to 1837, when the first Sherman House was built on the present site. In our more extended article, giving the full program, attempt will be made to do justice to the hotel's history and present magnificence in construction and equipment. In "A Little Journey to Hotel Sherman," Elbert Hubbard says some truthful things, in his graphic style of expression, that will be of interest to prospective guests and visitors.

The Hotel Sherman is operated by the men who own the property. "In the good old days, if you were displeased with something in a hotel, you called for the landlord. You can do the same in the Hotel Sherman. Mr. Joseph Beifeld is there on the spot every day to look after the interests of his guests, and these guests are his friends. The two sons of Mr. Beifeld, I found, were taking an active and intelligent interest in carrying the burdens of this splendid hostelry—boys brought up to be useful. The active working manager of the hotel, however, is Mr. Frank W. Bering. Bering struck me as being a young man for the position, but he is big enough to shoulder the burden and walk away with it. The building of the hotel was left to Bering. He also bought the furniture and the outfit complete. The money was placed

at his disposal, and he was allowed to go ahead and use his own judgment. It is a great thing when you have a big man in your employ to give him free rein, and Beifeld was big enough to recognize the bigness of Bering. The whole place is saturated with the spirit of service, with kindness, good cheer, good will, friendliness, and all that makes for human betterment."

The Hotel Sherman has been made headquarters and in its splendid convention hall all meetings will be held, and in an adjoining room will be the exhibition. The parlors, reception rooms and foyer will afford splendid opportunities for sociability and reunions.

It is wise to engage rooms in advance, and all wishing accommodations should write, at an early date, to Mr. Frank W. Bering, Manager Hotel Sherman, Chicago, Ill. All inquiries will be promptly answered and it is always well to be in time. From present indications, it is likely that the Republican convention will be in session the whole week from June 17 to 22, and those wishing to attend the convention will be wise to engage rooms at once from June 17 to 27. If the convention should adjourn at an earlier date, there will be an abundance of entertainment and sight-seeing to take up all the time from then to the opening of the sessions of the National Press Association, and, even then, one-half will not have been seen. There are the wonderful parks, that will then be at their best; the Field Museum, the great new Sinai Temple, a wonder in itself, presided over by the famed Dr. Emil Hirsch; the University of Chicago, with its museum, that contains an unequalled collection of Egyptology, including hieroglyphic writings on papyrus—one piece or roll—one of the largest in the world—having cost $25,000, and all the curiosities of ancient ceramics and architecture. The editors and printers can see the beginnings of their art, away back from the time when men inscribed their news on bricks and papyrus, through all stages of the developments of typography and book printing and binding up to the present time. Interesting trips will be planned and not a minute will be lost.

There are other great institutions in all lines of art, manufactures, education, amusements, play grounds and commerce to be visited. They are numbered by the hundreds.

It was intended to give the complete program of the convention, of the several departments, and of the itinerary in this issue, together with portraits of officers and members of the national council, committees and of speakers, but as arrangements are not entirely complete, it has been decided to hold all these, with descriptions of exhibits, and the points of interest to be visited in the city and on the itinerary, for the June issue, so that all will be fresh in the minds of the members and copies of the papers in their hands for reference. The June number will, in that way, be the real pre-convention number of the National Press Association, but an effort will be made to issue and mail the same not later than May 29.

In the meantime, all members of the national council, and others, are invited to send in their photos, lists of members from the different states and associations, and all other matters of interest so as to cover every item of interest.

That the heads of departments are at work and have their arrangements well in hand, is witnessed by the following letters received from chairmen of departments:

Department of Journalism Education

University of Missouri, Columbia, Mo., April 15, 1912.
Col. B. B. Herbert, 4618 Ravenswood Park, Chicago, Ill.

Dear Colonel Herbert: I hope to send you within a few days tentative program for the department of Journalistic Education at the National Press Association in Chicago. I will also send you program, after it has been prepared, for Journalism Week at the University of Missouri. We are counting on a visit from you at that time.

With cordial regard, Very sincerely,
WALTER WILLIAMS.

Department of Weekly Newspapers

The Gazette, Fulton, Mo., April 23, 1912.
Hon. B. B. Herbert, Chicago.

My Dear Sir: If it is not too late, please announce in the May National Printer-Journalist that Mr. Walter G. Bryan, an executive official on the Chicago Tribune advertising staff, will give a shop talk on advertising under the weekly newspaper division of the National Press Association at its meeting in Chicago in June

Mr. Bryan graduated from a country newspaper office in Missouri to work on the old Kansas City Times. Then he went into the advertising department of the Kansas City Journal as the cub, and within three years was manager of the department. He remained in Kansas City several years, going from there to St. Louis to be business manager of the St. Louis Star, then owned by E. G. Lewis. He has been with the Chicago Tribune since last year, his work there being the promoting of the Tribune by advertising its advertising.

Among advertising men Mr. Bryan is considered one of the best in the West. His success in Kansas City was phenomenal, and his subsequent work has been even more noteworthy. Though his work in later years has been with metropolitan newspapers, he knows the country newspaper side of advertising, and will talk for the benefit of country publishers. He knows how to make advertis-

ing pay both the advertiser and the publisher, and his address will be a heart-to-heart shop talk on the most vital feature of successful newspaper publishing.

I have several other acceptances of places on the program, and am confident of having a program that will be helpful and that will make weekly newspaper publishers glad to attend the meeting. Very respectfully,

OVID BELL.

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Department of Daily Newspapers

Jamestown, N. Y., April 15, 1912.

Mr. B. B. Herbert, National Printer-Journalist,
Chicago, Ill.

My Dear Mr. Herbert:—In reply to your request for an outline of the program for the department of the daily newspaper at the coming meeting of the National Press Association, I have to state that other matters have occupied my attention to such an extent that I have not been able to take up arranging the program in its details. I plan to give up the Monday afternoon session to the discussion of topics relating to the editorial conduct of the newspaper and Tuesday afternoon to topics relating to business management. Leaders will be assigned to open the discussion of each topic, after which any one present can enter into the subject. Under this plan it is hoped to bring out the different views on various phases of editorial and business management. I assume that half a dozen topics under each head will be about all that can be disposed of and I will be glad to have suggestions for these topics from any reader of the National Printer-Journalist. We want to make these sessions intensely practical and interesting. Very truly yours,

FREDERICK P. HALL.

Mr. Oswald has his department well in hand. Some of the leading printers of the nation will speak on the cost system and other practical subjects of great and direct value to all newspaper makers and publishers. His absence in Europe prevents a late report, but he will be home early in May so as to complete all arrangements.

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Brownwood, Texas, April 20, 1912.

Hon. B. B. Herbert, Chicago.

Dear Father Herbert:—Our state meeting will be held at Temple, May 16 to 18, and I intend making an extra effort to get at least twenty-five to attend the Chicago meeting. I have already been doing some work along the line of securing an attendance from this state.

I hope to be able to attend the meeting of the Missouri Press Association at Columbia next month and to have the pleasure of meeting you there. With best wishes,

Sincerely yours,

WILL H. MAYES.

Scores of other letters have been received, but these are merely printed to show that the work is going bravely on and to indicate the spirit that is being shown.

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INTERESTING ITEMS FROM NEW ZEALAND

Christchurch, New Zealand, March 20, 1912.

B. B. Herbert, Esq., 4618 W. Ravenswood Park, Chicago, Ill., U. S. A.

Dear Sir: I have pleasure in inclosing a money order to the value of £1-1-0 for another year's subscription to your magazine, which I hope to receive regularly.

In reply to your query, I have pleasure in stating that the National Printer-Journalist is read with a considerable amount of interest by our heads of departments. I find it full of information worth having. I am particularly interested in your reports of trade associations, especially with respect to costing and typothetae. Being president of the Master Printers' Association of this city, also president of the Newspaper Proprietors' Association of New Zealand, your reports in connection with trade organizations particularly appeal to me, as, of course, does your editorial comment and the many other items. As a matter of fact, in my address at the annual meeting of the Newspaper Proprietors' Association of New Zealand last month, I referred to your article on the life of papers printed on wood-pulp "news."

It may interest readers in various parts of the world of your interesting magazine, to get some news of the Antipodes. You have from time to time printed some kindly reference to the Christmas annual published by this office which would give your readers some idea of the work in this dominion. I inclose some clippings which have some reference to the annual meetings of a couple of our leading organizations, and I also forward you under separate cover a couple of photographs which you might consider worth reproduction. The group photograph is composed of the directors of the United Press Association of New Zealand, an organization which supplies the leading papers of this dominion with cable news from all parts of the world. The second photograph is that of visiting newspaper proprietors and their friends, assembled at a picnic tendered to us by the citizens in the district at which our annual meetings were held. This was only one of many entertainments gotten up for their benefit by the local newspaper offices and the citizens; so while the pressmen spent many hours in deliberation they enjoyed a number in due relaxation.

Yours very truly,

P. SELIG.

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United Press Association of New Zealand

The annual meeting of the United Press Association of New Zealand was held on February 28. There were present: Messrs. H. Brett, chairman (Auckland Star), G. Fenwick (Otago Daily Times), L. Blundell (Wellington Post), H. Horton (New Zealand Herald), P. Selig (The Press), S. Smith (Dunedin Star), Fred Pirani (Fielding Star), G. Carson (Wanganui Chronicle), W. McCullough (Thames Advertiser), Duigan (Wanganui Herald), N. McCrobie (Waihi Telegraph), R. J. Gwynne (Waikato Argus), A. L. Muir (Gisborne Herald), Weston (Taranaki Herald), James (Grey River Argus), Kilgour (Greymouth Star), F. Hyman (Lyttleton Times), Lucas (Nelson Mail), Kerr (Timaru Herald), Joyce (Timaru Post), R. Bell (Ashburton Mail), P. Bond (Nelson Colonist), Coombe (Manawatu Standard), E. D. Hoben (Manawatu Times), Russell (Dannevirke Advocate), W. J. Geddis (Napier Telegraph), Robinson (Hokitika Times), Williams (Westport Star), Strachan (Westport News), R. P. Furness (Marlborough Express), and W. H. Atack (manager of the association).

The annual report commented on the continued enlargement of the cable service, which had nearly doubled in three years, and notwithstanding the decrease in rates, was costing £1,000 a year more than two years ago. A total of 552.515 words of original cable matter had been supplied during the year, representing more than a million words when filled out for publication. Allusion was also made to the heavy work of reporting the election campaign and the great athletic gatherings which had made New Zealand their venue last year. The number of papers belonging to the Association was stated at seventy-one. It was announced that the copyright report of Captain Scott's Antarctic expedition had been purchased.

The chairman (Mr. H. Brett), in moving the adoption of the report and balance sheet, delivered an address on the working of the Association, with suggestions for the improvement of the service. He mentioned inter alia that this year completed the jubilee of his connection with journalism. (Applause.)

The report was adopted.

Messrs. Blundell and P. Selig were re-elected directors, and Mr. F. Shaw auditor.

Auckland was chosen as the place for the next meeting.

The members of the Association passed a vote of condolence on the death of Mr. Walter Atkin, of the Westport News, and one of hearty congratulation to

Mr. Brett, on his journalistic jubilee, was carried with great applause.

The Directors of the United Press Association of New Zealand

Back Row: F. Pirani (Proprietor Fielding Star) P. Selig (General Manager Christchurch Press Co., Ltd., and President Newspaper Proprietors' Association of New Zealand) S. H. Smith (Director Evening Star, Dunedin) L. Blundell (Blundell Bros., Props. Evening Post, Wellington) W. H. Atack (Manager).

Front Row: Gilbert Carson (Wanganui Chronicle Co.) Geo. Fenwick (Managing Director Otago Daily Times Co.) Hy. Brett (Brett Printing & Publishing Co., Auckland, Past Chairman) H. Horton (Wilson & Horton, Auckland Herald; Present Chairman).

Newspaper Proprietors' Association of New Zealand

The annual meeting of the Newspaper Proprietors' Association of New Zealand was commenced on February 29, the gathering being the most representative of the kind yet held, all parts of the dominion being represented. Mr. P. Selig (manager of The Press) delivered the presidential address, in the course of which he reviewed the Association had a conference with the New Zealand Federation of Master Printers in regard to the request of the Federated Typographical Unions to discuss the general terms of employment, etc., in the trade.

The Association concluded its sittings at one o'clock on the morning of March 1. Mr. P. Selig was once more unanimously re-elected chairman. Very eulogistic references were made to his services to the newspaper world and his work during the past year. A vote of congratulation was passed to Mr. H. Brett (Auckland Star) on the attainment of his journalistic jubilee.

The meeting was resumed the next night and the work of the past year in all its phases affecting the printing and newspaper business. He referred to the prevailing labour unrest which was evident in the country. He also mentioned that a conference had been held with the typographical unions in regard to the demands of those employed in the trade. The meeting commenced at 7:30 p. m., and an adjournment was made at midnight.

Members of Newspaper Proprietors' Association of New Zealand and Friends in Picnic at Saw Mill on Cashmere Bay, Lake Moana, N. Z.

REVIEW OF JOB PRINTING

Address all communications to National Printer-Journalist, 4618 W. Ravenswood Park, Chicago, Ill.

THE paper houses and dealers in all kinds of printers' supplies are constantly making it easier for the printer to order his goods intelligently, and at the same time are placing before him a large amount of sample matter which he can use to advantage among his own customers. The particular piece of work which calls forth this remark is an elaborate sample book from the Niagara Paper Mills, Lockport, N. Y., showing the complete line of Sultan, Royal Melton, Homespun and Taffeta covers. These not only show the different kinds of stock themselves, but each one is printed in three colors, the colors being selected as most satisfactory for the particular stock. A white sheet in the front of the book gives the fifteen colors of ink which are used throughout. These colors are numbered as well as named, and the statement is made that all reliable ink manufacturers have been furnished with this chart and can supply inks to conform to it if printers order by number. In addition to the three-color printing on each sample, a second three-color suggestion is given in each case, together with two different two-color combinations and a selection of five or six single colors for each of stock. This sample book furnishes a most valuable reference for any printer, even though he does not happen to be using exactly the same stock shown therein. The line of covers, however, is so varied that almost any printer will find in it something suited to his need. The statement is made on the leaflet in the front of the folder, that one of the advantages of the book will be to furnish a guide to the printer as to the change which takes place in the color of ink when printed on a colored stock. Every printer has had difficulty in this regard and has failed to secure the desired results because of it. This folder will go a long way toward solving this problem for a great many printers.

Telephone Main 8925

Wellington Clothes Shop

Makers of Good Clothes At Very Reasonable Prices

Cable Address Welling

234 Michigan Avenue

Bostonia

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The value of the printing sent out from the various type manufacturers is well known in almost every print shop. This work which the type houses send out has always represented the highest attainment of the printing art, both in design, color combinations, and press work, and these people seem as determined as ever to keep in the forefront of the industry. The latest piece of work which has reached me is a portfolio in several colors of stock and ink from Barnhart Brothers & Spindler, showing a number of designs built up around the Authors Roman, Authors Oldstyle, and Adstyle faces. From the large number of designs shown therein I have selected one as being particularly helpful to the readers of this department. It is a letterhead set in Authors Oldstyle and printed in two colors. The rules are in purple and the type in black. The use of the initial in the center has given the head an artistic touch which has, in this case, been very easily attained. The fact that this initial might be introduced in the center of the head has been of assistance in the design of this particular piece of work. This is something which would not, of course, always happen; but other modifications of the design can be worked out to suit the particular conditions.

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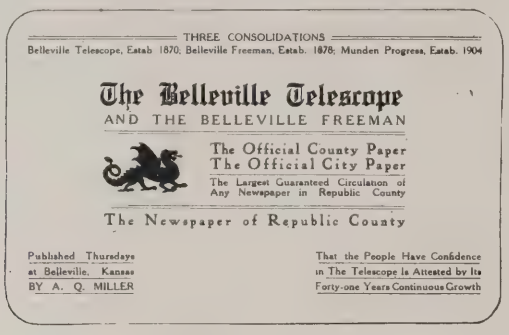
"The Making of a Printing House" is a little booklet which has reached me from the Belleville Telescope, Belleville, Kas., of which Mr. A. Q. Miller is the proprietor. This book has alternate pages of illustration and text, the illustrations showing scenes in the office and about the printing plant. The main fault with the booklet is that these plates, although printed on enameled stock, are made with a very coarse screen. Very likely they were made for use in the columns of the paper and have been transferred to this booklet as an afterthought. I think it was a mistake, however, either not to have new plates made or else use a grade of stock on which the coarse screening would not show so readily. The text pages are well made up and the book-

let as a whole ought to give the publication a good boost. The card which accompanies the booklet is


THREE CONSOLIDATIONS
Belleville Telescope, Estab 1870; Belleville Freeman, Estab. 1878; Munden Progress, Estab. 1904

The Belleville Telescope
AND THE BELLEVILLE FREEMAN

The Official County Paper
The Official City Paper
The Largest Guaranteed Circulation of Any Newspaper in Republic County

The Newspaper of Republic County

Published Thursdays at Belleville, Kansas BY A. Q. MILLER

That the People Have Confidence in The Telescope Is Attested by Its Forty-one Years Continuous Growth

a very good piece of printing and I am showing it herewith.

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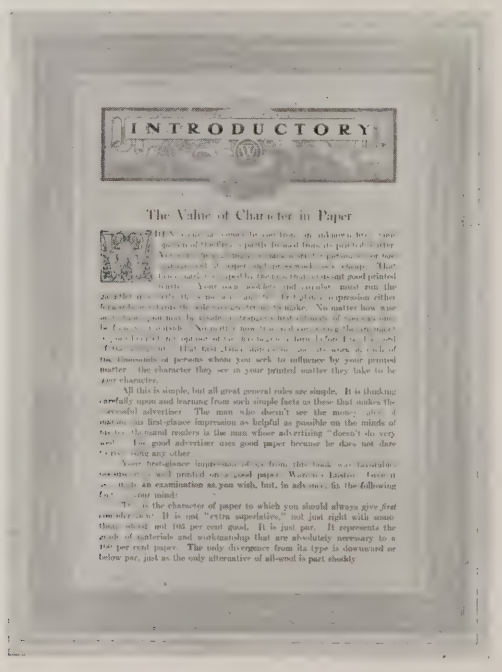
Another portfolio which has been of particular interest to me is one sent out by the J. W. Butler Paper Company, entitled "Character in Paper." It is devoted to an exposition of the value of Warren's


INTRODUCTORY

The Value of Character in Paper

Lustro coated book paper, showing it in use for the printing of handsome retouched halftones, two and three-color work, decorative text, etc. The introductory page is here shown as being a particularly attractive piece of type work.

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I have not heard anything from the Detroit cost congress, which has just closed as I am writing; but from the printed matter which was sent out previous to it I imagine it ought to have been well attended and of particular interest and value. The piece of printing I have before me is a mailing folder which, when opened out, has a cartoon and text matter entitled, "The Awakening," and is intended, of course, to show that the printer is awakening to the possibilities of his trade, especially in cost matters. In the corner is this litle paragraph added: "To signify the death of ignorance of costs hang crepe on the door of your shop for three days (April 12-12-13, '12) and spend those three days in Detroit." The back pages of the folder are taken up with special features of the meeting, such as the playlet entitled, "The Revised Proof," put on by the Detroit boys under the direction of Mr. Wm. E. Barrie.

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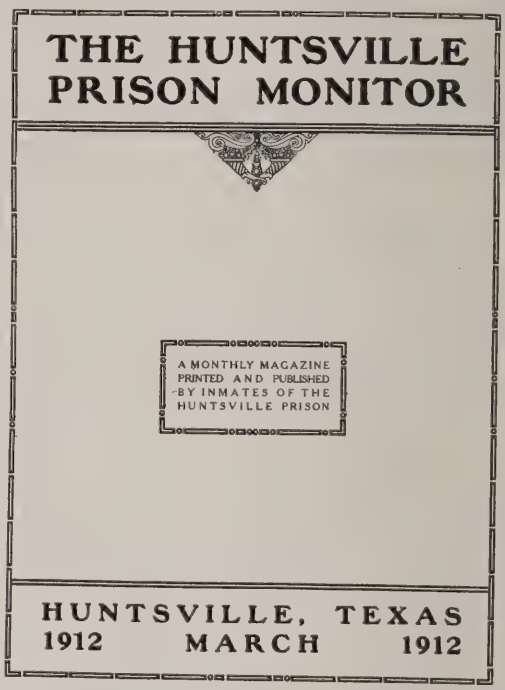
The specimen here shown is the cover page of The Huntsville Prison Monitor, a paper published by the inmates of the prison at Huntsville, Texas. I presume the printing is done by the prisoners


THE HUNTSVILLE PRISON MONITOR

A MONTHLY MAGAZINE PRINTED AND PUBLISHED BY INMATES OF THE HUNTSVILLE PRISON

HUNTSVILLE, TEXAS
1912 MARCH 1912

themselves, though I do not find any statement to that effect. It is in any event a very satisfactory piece of work, with the exception of the fact that a light shade of green ink is used, making rather unsatisfactory reading.

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Every printer knows the old story about the composing room not making profits. I have always considered this an absurdity and am glad to see it referred to as such in the recent issue of The American Bulletin, published by the American Type Founders Company. This issue also has some very pointed things to say about the money spent for type. In fact the editorial statements on the first page so accord with what I have thought and said many times that I am reproducing them here to still further drive the story home:

Nine printers out of every ten will each exclaim or mentally note as he looks at the sum total of the type founder's monthly statement, "What a lot of money I am spending for type!"

That is the delusion.

The fact is that, compared with his other expenditures, the printer's outlay for and investment in type is very small, notwithstanding it is the purchase most vital to his business in nineteen instances out of twenty.

An analysis of a year's purchases from the type founder

would surprise and enlighten the printer, by disclosing how small a part of his investment is actually for types.

It will benefit the large majority of printers to rid themselves of the delusion that their expenditures for types are so much greater than they really are.

In the majority of printing offices whatever of reputation, whatever of success, whatever of profit have been realized rest chiefly upon the judicious selection and able use of types.

To say, in such printing offices, that there is no profit in the composing rooms is a glaring absurdity. As well may the baker declare that he makes all his profits from his ovens as for a printer to declare that all his profits are derived from his presses. The baker's profits are primarily derived from the flour he buys and his ability in mixing the flour. With inferior or stale flour or lack of ability to get good bread out of good flour, the baker's oven only confirms and extends the lack of quality existing before the bread was baked.

It is precisely the same in the printing office. Worn, or old-fashioned, or badly designed types, or types unsuitably used, or good types in the hands of poor workmen, degrade the printing quality, and the use of the best press and the skill of the best pressman cannot impart any quality to printing if it is lacking in the type composition. The printer's press bears the same relation to his product that the baker's oven bears to the baker's product.

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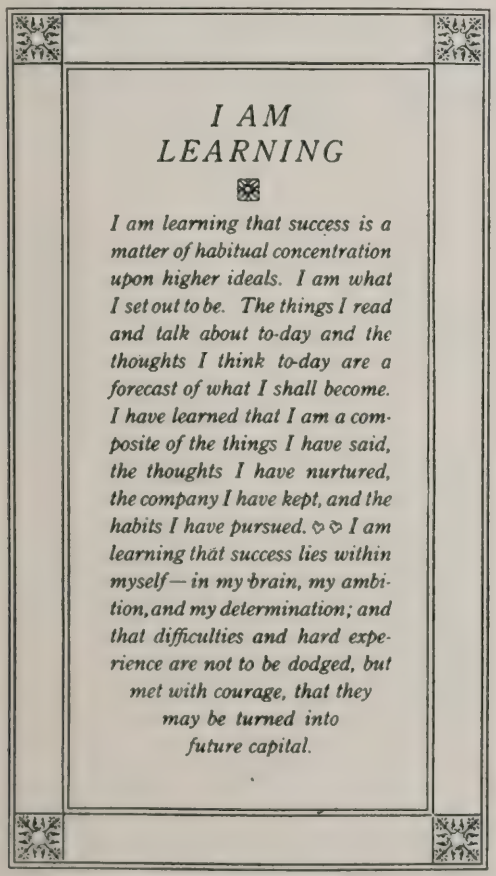
I am always tempted to extract something from The Apprenticeship Bulletin, sent out by the North


I AM
LEARNING
I am learning that success is a matter of habitual concentration upon higher ideals. I am what I set out to be. The things I read and talk about to-day and the thoughts I think to-day are a forecast of what I shall become. I have learned that I am a composite of the things I have said, the thoughts I have nurtured, the company I have kept, and the habits I have pursued. I am learning that success lies within myself—in my brain, my ambition, and my determination; and that difficulties and hard experience are not to be dodged, but met with courage, that they may be turned into future capital.

End Union School of Printing, Boston, and the last issue is no exception. I have again taken the decorative page in front, as I often do, and am reproducing it both for its artistic value and the message which it contains. It is a message which can be applied to every printer with particular force and adaptability. This is printed on an India tint paper with the type matter in black and the decorative features in brown.

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This is the season of poultry catalogues, and I find two of them on my desk. One of them is from B. R. Angel, Glouster, Ohio, foreman of the Press Publishing Company. It is a plain, serviceable catalogue in black and white, with a gray cover printed in black and red. This cover is an excellent piece of

L. G. CARY'S
POULTRY
CATALOGUE
1912
1912
Thoroughbred Poultry
---The Winning Kind
Single Comb Rhode Island Reds, Partridge Wyandottes, White Cornish, Single Comb White Leghorns, Black Leghorns, Mottled Anconas, Black Langshans, Buff Plymouth Rocks, Buff Orpingtons, White Orpingtons, Black Minorcas and Pekin Ducks.
Bred For Show Purposes and Their Egg Producing Qualities
Keep this Catalogue—You may not need it now, but you will some time. Don't let the children tear it up, it is valuable.
L. G. Cary, Trimble, O.
CATALOGUE ISSUED YEARLY—SEND FOR IT

catalogue cover composition and the press work throughout has added much to the general appearance of the job. The illustrations are all wood cuts, which I believe is the proper method of illustrating a catalogue of this kind, and I rather regret that the halftone is invading this field. Several other specimens are also sent which are a first-class order.

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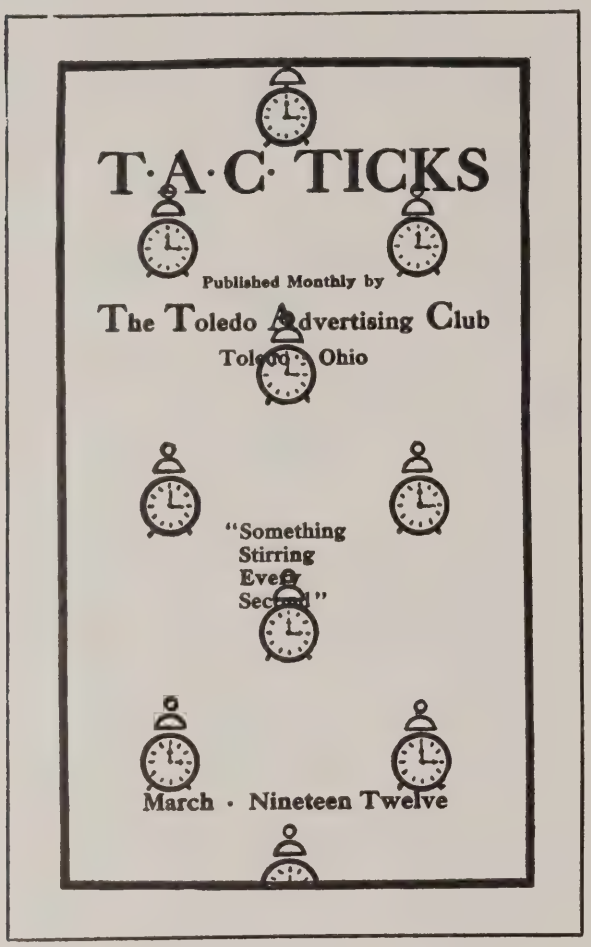
Another poultry catalogue is from G. S. Easton, of The Lawrence Times, Lawrence, Mich. Mr. Easton is one of the regular readers of the departments in The National Printer-Journalist and claims to find them very helpful. His catalogue is illustrated with halftones printed on India tint stock in brown ink. I believe a black and white combination is far better for work of this kind, and it is somewhat cheaper and easier to handle. Halftones of poultry do not show up very strong at the best, and I believe the black and white combination will bring them out much better than they can be handled in any other way. This catalogue is only eight pages, but it has been given bulk and weight by the use of a heavy cover stock. This is something which many printers forget to do, or if they think of it they are many times not allowed to do it by their customer on account of the increased cost. I believe this is worth while, however, as it makes a

much better impression on the one who receives it. The program of the musical and dramatic recital which Mr. Easton sends is an unusually attractive



one. It is printed on a more expensive grade of stock than this class of work will usually pay for. The letterheads sent are both good.

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Birney Moore, St. Cloud, Minn., sends some specimens of every-day work for review. These include two letterheads, three cards and a cigar box label. The automobile and bicycle letterhead is an unusually good one. This is printed with a bicycle in tint under the heading, the combination of colors being such that the brown ink in which the type is printed stands out very boldly over the aluminum tint of the bicycle. The other head is printed in the same brown ink but seemingly with not quite so much attention to the press work and with scarcely the same artistic touch. The other samples are very good in their respective lines, though I do not care so much for the card which has the piano in gold.

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I have been much interested in looking over a sample sheet and circular sent out by the Taylor-Burt Company, paper makers of New York, advertising their Public Service Bond, one of the reliable papers which is made at Holyoke, Mass. These people make an unusual offer in the matter of a guarantee of the 24-pound folio white vellum finish brand of this paper, in that they guarantee to replace it with any other desired paper, even after printing, if the customer is not satisfied with it.

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From W. E. Stoothoff, editor and proprietor of The North Branch Review, North Branch, Minn., I have received a number of specimens for comment in this department. Mr. Stoothoff says in his letter of transmittal that he is a close reader of this department and much interested in it. He does not claim to have anything but a small country office, and if such is the case he is turning out a most satisfactory line of work indeed. The specimen which

has first attracted my attention is the notehead for the Euclid Hotel, which is very satisfactory but possibly might have been somewhat improved by having a slightly lighter ornament. I am not quite satisfied with the head for the Peterson Furniture Company, though I am not sure that my suggestion will improve it. I should, however, make two lines of "Furniture and Hardware" in the center of the head, making, possibly, one line of "Stoves, Tinware, China, Trunks and Suitcases" under them. The long line in the center detracts entirely too much from the name of the company. Other heads are very good, though there seems to be a tendency to use a very large amount of rule ornamentation.

A. J. WAMPACH
FRANK WAMPACH
Automobile and Bicycle Headquarters
WAMPACH BROTHERS, PROPRIETORS
MOTOR BICYCLES, GARAGE, REPAIRING
THE LARGEST AUTOMOBILE AND BICYCLE HOUSE IN THE NORTHWEST
12-14 FIFTH AVENUE NORTH
ST. CLOUD, MINN. _____ 190. _

A Newspaper Play, "The Yellow Extra"

Columbia, Mo.—Doing everything they have been taught not to do is the keynote of the annual "stunt" of the students in the Missouri School of Journalism. At the University of Missouri each department has a day set aside for its annual "stunt." The journalists issue a "Yellow Extra" and give a short newspaper play.

This year the play was given in the university auditorium at assembly hour. It showed the University Missourian, the daily issued by the students in the school of journalism, as it would have to be prepared according to the ideas prevalent among the professors of the academic faculty. Everything in the newsroom is tranquil and polite and the assignments being given out are of a highly intellectual order, when Hearst buys out the paper and, with Brisbane, takes charge. Then excitement is the order and the "Yellow Extra" is issued. The "Yellow" is sold in the crowds at the close of the play.

The Actors in the "Yellow Extra," at the Missouri School of Journalism

This year the extra consisted of twelve pages on yellow and blue paper printed in black and red. It was filled with local color, containing nearly everything from the attempt of faculty members to blow up the university to the finding of gambling dives in the Y. M. C. A. building. More than 2,000 copies are sold annually.

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"THE PRESS CLUB SCOOP"

Members of the Press Club of Chicago, the largest organization of its kind in the country, are planning to stage a benefit, "The Press Club Scoop," at the Colonial theater, Saturday afternoon and evening, May 25. The performances are for the purpose of annihilating completely the club's floating indebtedness, at least to make an awful dent in it.

The performance will be in four parts, three shows and an olio, and Opie Read, Richard Henry Little, Harry Sheldon White, John U. Higinbotham, President Douglas Malloch, and other well-known Chicago humorists and librettists, are now at work on the "book." W. J. Way is general director.

The real scream of the "Scoop" will come in the afterpiece, an "Advance Edition of the Republican National Convention." The newspaper men will stage that important event according to their own ideas, and will save the G. O. P. the laborious trouble of selecting a presidential candidate. Taft, Roosevelt, La Follette, and Bryan, Wilson, Clarke, Harmon and others will appear by proxy and there will be a number of "contesting delegations."

Fifty or more members of the Press Club will appear in the show, and there will be a male chorus of one hundred voices. Eight of Chicago's leading cartoonists will appear on the stage at one time during the performance and make rapid-fire drawings.

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BEN FRANKLIN CLUB OF CHICAGO ENJOYS ANNUAL BANQUET

The members of the Ben Franklin Club of Chicago and their numerous friends celebrated the annual banquet and ladies' night of that organization Thursday, April 18, 1912. Mr. W. J. Hartman, president of the Ben Franklin Club of America, acted as toastmaster. An excellent address on the aims and future policy of the club was delivered by President Miller, and to add the final touch of pleasurable entertainment to the evening's festivities, Congressman Martin B. Madden delivered his famous illustrated lecture on the Panama Canal. All in all, this banquet proved to be one of the most pleasurable and successful that has been held in the history of the club.

I trust you will find this something that you wish.

Yours very truly,

GRANT CHANDLER, Secretary.

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WANTS ADVERTISING NOVELTIES

Old Town, Me., March 4, 1912.

B. B. Herbert, Editor National Printer-Journalist.

My Good Friend: I am inclosing two years' subscription to your valued counsel, kindly greeting and generally good advice which comes to me through the Journalist.

I wish that someone in your office would start an advertising campaign among the manufacturers of advertising novelties, such goods as any printer could buy and print in his own shop. Since I sold the Enterprise I have engaged more of my time in the advertising line and I'd like to get in touch direct with the manufacturers of calendar backs, novelties, etc., and there are many other printers who would become customers if the manufacturers used your columns.

Yours truly.

C. W. ROBBINS.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY
OFFICE OF PUBLICATION:
4618 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.
FOREIGN SUBSCRIPTIONS—To countries within the Postal Union, 10s. 6d.

CHICAGO, MAY 1912

Men who earnestly, intelligently and loyally unite in organizations for mutual improvement, deserve encouragement; besides, their discussions and efforts are instructive, inspiring, and in every way helpful to others. This is the reason that so much space is given this month to the conventions of leaders in the callings of newspaper making and printing. Some notices of papers and worthy examples of individual accomplishment have had to be omitted, but this is the convention time of the year and the other good things, that have been accumulating for the past two months, will keep.

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How far a strictly agricultural, trade or technical paper can, consistently, wisely and usefully, enter into the discussion of political subjects, on which political parties may be divided, is a question that, at times, may involve some difficulties; but it is certain that every editor should be honest with himself and with his own convictions, and loyal to his subscribers and to their interests. While a publication that expects the patronage and support of the members of all parties, and that aspires to teach and to aid all the members of the calling he represents, can not become partisan, it is certain that anything that may affect favorably or unfavorably his subscribers in their vocations is subject to editorial consideration. Every editor of a vocational journal is expected, with all sincerity, especially to espouse the cause and advance the interests of the members of the vocation represented as well as of all good citizens and of good government.

On account of more accurate knowledge and a closer view, the editor of a paper devoted to one calling is better fitted to say what will be either beneficial or injurious to such a calling, than are those not so interested therein, and he should, in his editorials, give his subscribers and the public the benefit of his better equipment for the discussion of such subjects.

No editor should shirk his responsibility out of fear of offending. He should be just to all, but at the same time, loyal and fearless. No one loses anything by being sincere and earnest.

Editor P. V. Collins of the Northwestern Agriculturist, Minneapolis, has recently found occasion to discuss this matter and, in the main, we heartily agree with his views.

The editor, as he suggests, who pursues the policy of "avoiding the possibility of saying anything editorially to which all readers will not assent," or who fails to express honest opinions as to matters that he believes will affect injuriously or otherwise, his constituents, for fear some one will object, because of narrow partisan views or loyalty, will have a colorless paper that will command very little respect. The fact is that newspapers, printed for the general public, have largely become independent, and almost without exception give all parties an equal place in the news columns, and treat all questions with the broad view of the public welfare, with little regard as to party fealty or partisan success.

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In the death of William T. Stead, the journalism of the whole world lost its most worthy example of the highest and truest type. His career is an inspiration and the study of his life and work a liberal education in the calling.

Leaving school at fourteen years of age, apprenticed for a time to a merchant, he chose newspaper work from the high appreciation of the calling inspired thereto by a passage of one of Prescott's poems, an author whom he always revered.

He died a heroic death, going down on the fated Titanic, the night of Sunday, April 14. He was on a visit to the United States and had arranged, among other engagements, to speak at the National Newspaper Conference in Madison, Wis., July 29-August 1, on the general topic, "Are Newspaper and Magazine Writers Free to Tell the Truth." No one was better able than he to answer the question, with all its bearings, in all departments of news-giving, editorial writing and business conduct.

He was ever fearless and independent in a country where conservatism is supposed, largely, to prevail. He won, through his broad human sympathy and his love for the truth and the whole truth, that led him personally and thoroughly to investigate all laws and customs, conditions and wrongs of all mankind everywhere, whether in England, South Africa, Russia, the United States or elsewhere, and caused him to visit the oppressed, to

search out the abodes of vice and misery in metropolitan cities, and to explore the most distant places and scattered populations. It was his desire for the truth and his love for humanity that made him to delve into all knowledge and history, philosophy, poetry and science, investigating all things, trying all things and holding fast to that which is good, and even trying, by his earnest study of psychics, to reach beyond the veil, and to communicate with the great minds and loved ones who had passed from mortal life. He was an ideal editor, stopping at no difficulty to secure all helpful facts, knowledge or wisdom.

His influence became greater than that of kings, presidents, legislators, judges, or armies, in fixing the destinies and securing the welfare of the people. Nothing is impossible to the editor who is earnest, loyal to the truth, full of love for his work, his people and all mankind—fearless, untiring, devoted, true. There is no other field of influence or power that affords greater opportunity for service, true glory and consciousness of great usefulness, than the editorial calling. Without property, a penniless orphan struggling for existence, without the advantages of education beyond a schooling in a village school that ended at fourteen years of age; commencing his newspaper work on a village paper, here was a man who rose to the highest position, edited and owned a great newspaper and founded a great magazine, and exerted the greatest influence of any private individual or citizen of his age, all through the power of the press, the publications that he edited and published and the books that naturally grew out of the newspaper work.

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It is with sadness, that we note, this month, the death of a young man of promise in the field of newspaper making. Maurice Warren Eastman, son of Hon. Alvah Eastman, editor of the St. Cloud (Minn.) Journal-Press, died at his home April 11.

Two years ago he graduated at Dartmouth College with the degree of Bachelor of Arts and entered at once, in his father's office, upon the profession which he had chosen as his life work while still a school boy. It was characteristic of him that he made careful and intelligent preparation.

He was a newsboy, printer, reporter, city editor, and at times had full editorial charge of the paper. He mastered the details of the business out of school hours and during vacations.

He was democratic in spirit, modest and cheerful, but possessing great reserve force. An excellent student, with a logical mind, he could do high grade work, and do it apparently without effort. He had the newspaper instinct, the kindly sense of humor, mastered details at a glance, and his style of expression was clear, strong and pleasing.

Rev. Paul D. Dansingberg, of St. Cloud, says in a most pathetic tribute:

Maurice Eastman was an example, a type, of the finest young manhood of this country. Upon him and such as he the life of our democracy rests. He cherished an ideal, an ideal of attainment and perfection for himself and of service and joy for his friends and fellows. This ideal was the lode star of his life. He had the patience, persistence, thoughtfulness, reserve, to attain much skill in the mastery and technique of his profession—and none of the professions are more exacting or arduous than the one to which he dedicated himself. Had he lived I looked for him to become one of the leading journalists of the state and country.

But more than skill, he carried into his work and into his life good comradeship. The secret of good comradeship is one which many men do not know at all or never find out. It means justice, frankness, strength, independence, generosity. Good comradeship is the life of democracy and of religion, and in the character of Maurice Eastman it found beautiful expression. In the busy hours, in the stress and strain of the day's work with Maurice at the office in close and beautiful relationship with his father the Journal-Press sanctum was indeed a happy family. The flames upon the hearthfire of the office trembled into deeper radiance in that closer communion of spirit between father and son in work aud in play.

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THE DEANS WILLIAMS

In view of the choosing of another Dr. Williams to a chair of journalism in the school of journalism of the Columbia University of New York City, Mr. Strickland Gillilan, humorist, lecturer and poet, has written the following lines, that have reached this office, and that will be appreciated by all readers of the National Printer-Journalist, and especially by all members of the National Press Association:

"What's in a Name?"

Said the Pulitzer school, when it needed a dean:
"Are there any Williamses left?
Did Missouri's school wipe the output clean?
Of Williamses are we bereft?

Then somebody said: "There's that Talcott man.
His surname qualifies."
Then each of the rest was an also-ran,
To nobody's great surprise.

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In the newspaper business three things are happening:

First, the amount of capital needed continually increases, hence there is a tendency for the newspaper to be owned and controlled by the man with capital rather than the man with ideas. In the days of Greeley, Bennett or Raymond the editor-owner hired the capital he needed. In these days more often the capitalist-owner hires the brains he needs.

Second, the proportion of the total receipts that come from advertising steadily grows. The newspaper plays the dual role of purveying news and furnishing commercial publicity and the latter is coming to be by far the more profitable. There results, naturally, a greater dependence on the advertiser and a growing endeavor on the part of advertisers to censor the editorial or news columns to their own advantage

Third, the newspaper is coming to be an investment like any other investment, and not infrequently it is run to serve the business, social or political interests of its owner. —Announcement Editorial Congress, Madison, July 29.

Convention of Ben Franklin Club of America, Cleveland, Ohio, June 20, 21, 22, 1912

What Is the Ben Franklin Club of America?—The Ben Franklin Club of Cleveland Having in Hand Arrangements for Convention—The City of Cleveland as a Place to Visit—Full Program in June National Printer-Journalist

FRANKLIN is a name that means the truest principles of business and service that give to the calling of printing the highest possible usefulness, honor and success. The Ben Franklin Club of America, which was founded under such happy auspices a little over four months ago, has fully justified its existence, and proved worthy of its name. During the last few weeks over two hundred new members have joined the ranks of the organization and interest is being awakened all the time. Hardly a day goes by in which the membership list is not added to, and it is expected that even more headway will be made before the first annual convention which is to be held at Cleveland, June 20-22.

Ben Franklinism, with its fundamental principles of mutual help and co-operation, and its advocacy of the installation of cost system, had made the printer realize

President W. J. Hartman

the important part he has played in the world's progress. In spite, however, of what has already been achieved, the surface has only been scratched as far as the work of organization is concerned.

The Ben Franklin Club is not, as some would believe, antagonistic to any other organization. It is perhaps fortunate in the fact that it has no past record to live down, but only the brightness of the future to turn to. It is young and virile, with strong sponsors to back it up and an enthusiasm among its ranks that cannot be kept down. It has a bright example of perseverance in its patron saint, who left behind him a striking example of how a man, by talent, industry, perseverance and integrity may rise from obscurity to the first eminence and consequence in the world.

The Ben Franklin Club of America is succeeding in interesting a large class of printers never before touched by organization work, viz., the country printer. Nowadays it is not infrequent that the country printer is worked against the city man and vice versa, but with thorough organization and working along the proper lines this is impossible.

A great feature of the work of the Ben Franklin Club of America is the support which is being given it by the members of the Allied Trades. They seem to realize that the success of the printer means more to them than mere words can tell. Ben Franklinism has meant that the printers are now discounting their bills. In one of

Secretary Henry Allen

the larger cities where a Ben Franklin Club is now successfully operating, a supply house made the statement that before the club was formed twenty per cent of their customers discounted their bills. Now, since the club has advocated a proper remuneration for work, over eighty per cent paid their bills and got a discount. That same firm is so enthusiastic on organization work that no new customer can obtain a line of credit if he is not operating a cost system. The salesmen carry Ben Franklinism as a side line, showing that the Allied Trades are willing and anxious to co-operate in a manner worthy of congratulation.

The club is busily engaged in stirring up interest in various parts of the country. Since the first of the year Secretary Henry Allen has been in twelve states speaking to printers and before organizations. President W. J. Hartman, whose name is a household one throughout the printing industry of this country, has also delivered many addresses, and it was through the interest which he awakened that the Indiana cost congress was held at Indianapolis on the fourteenth and fifteenth of March last, when the State Ben Franklin Club which was formed indorsed the work of the club and voted to become affiliated with the national body in its entire membership.

There may be among our readers some who have not yet become associated with the Ben Franklin movement. It may be that a few printers in various places may feel that they would like to get together and form a small club themselves, thus reaping the full benefit of the advan-

tages of the "get-together" spirit. If so, a communication addressed to Secretary Henry Allen, of the Ben Franklin Club, at 1110 Harris Trust building, will bring all help necessary. It may also become necessary for your district to have speakers at your gatherings to push the work along. The office will be glad to help you in this direction. Anyhow, it will do no harm to write and get acquainted.

Treasurer R. T. Deacon, 2100 Locust St., St. Louis, Mo.

A cordial invitation is extended to all to attend the first annual convention. The membership dues are purposely fixed at such a sum as not to work any hardship upon the individual printer, and the aim of the club is to make the printer a better business man. Every membership a valuable asset is the slogan, and with no possible plank in the club's program which can be ever assailed by even a carping critic, it is not to be wondered at that the organization is thriving.

The Cleveland Club Arranging for Convention

The Ben Franklin Club of Cleveland is one of the strongest and most active in the nation. It is ably officered and the membership of two hundred believe in and take part in the work in hand. The officers—whose portraits with those of the members of committees who have in charge the arrangements of the approaching convention of the Ben Franklin Club of America are given on another page—are J. F. Berkes, of the Caxton Co., president; G. H. Gardner, of the Gardner Printing Co., vice-president; Charles McElroy, secretary; Dan Kahr, of Kahr & Son, treasurer.

Cleveland is the sixth city in the United States in population, but stands much higher than this in beauty, wealth, and in the printing art. There are many large establishments, as shown by our advertising pages this month, that cover a wide range of the highest class work in typography and illustration. Among the other large establishments are: The Caxton Co., The Gardner Printing Co., in the Caxton building; The Artcraft Co. and the Corday & Gross Co., in the Vulcan building, and the Eclipse Electrotyping and Engraving Co. of Cleveland, and all are active members of the Ben Franklin Club.

Here, also, in the Caxton building, is Robert S. Denham Co., who teach the cost-finding system, as further noted below; located in Cleveland, also, is the great manufacturing plant of the world-famed Chandler & Price Co., as well as is the Cleveland Folding Machine Co. All the visitors to the Cleveland convention will have an opportunity to learn much about printing as well as about printing club management.

As we have had occasion recently to explain and illustrate, the Ben Franklin Club of Cleveland, in connection with the Fellow Crafts Club, has one of the most model offices and club rooms in America, for office and committee work, for meetings, social occasions and luncheons. The members lunch together at noon each day, and luncheon is served in a separate room, if desired, to committees of branches of the organization. We had the pleasure, on a recent visit, to take noon luncheon with the branch of the organization that includes the supply houses. Frank H. Clark of the Eclipse Electrotyping and Engraving Co. presided as chairman, and we had the opportunity to tell some of the good things that we knew or had heard with regard to Cleveland and its representative club. The luncheon was followed by shop talk and committee business.

Here is a description of the magnificent quarters, that is true, as we can testify from personal inspection, though for convenience, quotation is made from the Ben Franklin News:

The new club is one of which the printing craft of Cleveland, "Sixth City," may be justly proud. No other burg on the map, so far as the editor is able to discern,

Soldiers' and Sailors' Monument, Cleveland.

has anything like it. Guess when the Ben Franklin Club of America meets here next June we can show 'em, even if they are from Missouri!

The entrance to the club is through the handsome Euclid Arcade, our newest thoroughfare. Two elevators serve to carry the members heavenward, though one is sufficient for everybody except Miller. Upon alighting at our sky parlor, the office of Secretary McElroy confronts one, and it's a condition, not a theory. At the right is the sign of the ink ball which marks the entrance to the club. Immediately within is the coat room where one doffs his chapeau, top-coat and every grouch.

The "grand salon" is now entered. This is a large room 36 by 42 feet. It is decorated in brown and buff, with woodwork in mission, and the furniture is also of mission design, and early English finish. One side of this main room is used as a reception room, library and lounge, and is furnished with easy rockers, arm chairs, library tables, bookcases, piano, etc. The other side is equipped with ten oak dining tables and forty dining chairs, buffet, etc., and here the noonday luncheon is served.

Adjoining the main room is the billiard room, equipped with four new tables of the latest design and finished in mission. The decoration in this room is in two tones of green. Billiard chairs, settees, etc., mission design, and of early English finish are provided.

Off the dining-room is the kitchen; and, say, pals, home ain't nothin' like it– Big, roomy, ice-box to keep things cold, steam-table to keep 'em sizzling hot, range to roast things to a turn (no roasting allowed in the club, except here), sink to wash them up, not down, coffee urn, cupboards which would make your wife jealous, dishes, silverware, utensils, etc., galore.

Convention Committee of the First Annual Convention and Cost Congress of the Ben Franklin Club of America at Cleveland, June 20-21-22, 1912, and Officers of the Ben Franklin Club of Cleveland.

The floor space occupied by the club rooms is 56 by 62 feet, divided into the main club room, 36 by 42 feet, the billiard room 20 by 45 feet, the kitchen 12 by 20 feet, the office 12 by 13 feet, the coat room 6 by 12 feet, a private room 9 by 20 feet, for directors, committees, etc., and toilet. The location, on the sixth floor of the Euclid avenue building of the Euclid Arcade, is ideal, being in the heart of the business district and convenient to all the members, while the character of the building and its environment is of the highest.

Speaker Cannon is said to have remarked, "This country is a H——l of a success," which may be applied, with equal truth, to the new club. The increase in membership of 200 and the increase in the daily attendance to 85 furnishes the best sort of evidence of the club's popularity.

Besides the usual lines, educational and social in nature, estimating cost findings, etc., this club has an exceptionally excellent Credit Bureau, including credit information, rating service and collections. The object, as is well understood, is the protection of the members from the unreliable and undesirable customers, dead beats and slow pay. The methods and tactics of those who make it a part of their business to work the printers are given, as are ratings, and collections are made from parties who cannot be made to settle in any other way. A little booklet is issued giving full information as to the ways used and the whys, and contains also many helpful suggestions. Secretary McElroy is a pleasant gentleman of good address and constantly on his job.

Bathing at Euclid Beach Park, Cleveland.

With such an organization, having in charge all local arrangements, it is certain that nothing will be left undone that can in any way contribute to the success of the meetings and the profit, entertainment and pleasure of the visiting members. As to the activity that is being shown, the following letters indicate:

Invitations, Typographic Exhibitions, Etc.

Ben Franklin Club of Cleveland, Office of the Secretary.
Cleveland, April 22, 1912.

The following letter has been sent out to 3,200 printers of the United States and Canada, urging them to attend the first annual convention and cost congress of the Ben Franklin Club of America, which meets in Cleveland, June 20-21-22, 1912 (enclosed letter).

Mr. M. M. Daniels, chairman of exhibits, has arranged for twenty exhibit spaces, 8 by 14, on the third floor of the Euclid Arcade building, which will be the convention headquarters. Mr. Daniels has sent out a number of letters to various supply houses and in reply has received reservations for one-half of the room. The letters have been coming in so fast that the spaces are likely to be taken within another week or two. Prospective exhibitors should write quickly if they wish to take advantage of this greatest printers' convention of the year.

Mr. Geo. H. Jackman, chairman of entertainment and reception, announces plans for a big smoker on the first evening of the convention, June 21, at which original features, costumes and decorations will be served up. Expense will not be considered in the effort to make the delegates feel that the "Sixth City" is the place to come for enjoyment as well as enlightenment.

The program is in charge of the national officers, who have not yet given out the details for publication. Some of the livest and most noted men, not only in the printing business but in other lines, are known to be slated as speakers.

CHARLES F. McELROY,
Secretary Ben Franklin Club of Cleveland.

Ben Franklin Club of Cleveland, Office of the Secretary.
Cleveland, April 23, 1912.

To You, to Your Family and to Your Friends: This is a cordial invitation to attend the first annual convention of the Ben Franklin Club of America at Cleveland (Sixth City), June 20, 21 and 22.

Cleveland is a big city, a beautiful city, a cordial city, an instructive city, an important city, one you ought to see and know.

Although it is about two months before the convention, the time will soon slip by, so begin to make preparations to visit us. We are making preparations to receive you, and shall be much disappointed if you do not come.

Yours very truly,
BEN FRANKLIN CLUB OF CLEVELAND,
J. F. Berkes, President.
Charles F. McElroy, Secretary.

The printer who fails to get one of the above letters is just as cordially invited as the one who does. A mailing list has limitations, but Cleveland hospitality has none. Every printer is included in the invitation to the "Sixth City."

President Berkes is a progressive printer, a wide-awake leader and an enthusiast in the Ben Franklin Club. He is genial and earnest, as may be judged from his position.

A Word as to Cleveland

Cleveland is one of the beautiful model cities that it pays to cross the continent to visit. It was originally laid out and settled by enterprising New Englanders and has always possessed and been noted for the traditional New England enterprise, progressiveness and thrift. The place was named in honor of General Moses Cleveland of Connecticut. A few views are given of sights to be seen. We are under obligations for these to Mr. Clark of The Eclipse Co., together with a little pamphlet entitled "A Trip to Cleveland," from which the following pleasing parts, with regard to the city, that are of interest to all citizens of America are gleaned:

Yachting at Rocky River, Cleveland.

Cleveland—the sixth city of the United States, with a population of 580,000—extends, with its suburbs, for twenty miles along the south shore of beautiful Lake Erie. The sultry summer weather experienced by the traveler in our inland towns is forgotten when he reaches the city cooled by Lake Erie's breezes. Nearly thirty-five miles of splendid boulevards, encircling almost the entire city, afford

unsurpassed opportunities for restful recreation. The public park system of Cleveland includes eighteen hundred acres of beautiful parks; fifty acres of inland lakes and ponds; twelve large parks, three of which are located on the shore of Lake Erie.

There are also excellent amusement parks under private management.

Throughout the year the temperature of Cleveland is moderated by the waters of Lake Erie. The average annual temperature of Cleveland is forty degrees, the average summer temperature is sixty-six degrees.

A mammoth tunnel reaching five miles out into Lake Erie provides Cleveland with an exceptionally pure water supply. No city as large as Cleveland has so low a death rate; few cities of whatever size have a lower death rate. The opportunities for outdoor pleasures at Cleveland are among the chief causes of the good health of Cleveland people.

Cleveland's tremendous growth can be traced to the discovery and development of the Lake Superior iron mining region. Twenty-five years ago less than 1,500,000 tons of iron ore were received in the district of which Cleveland is the chief port of entry. In 1910 the giant freighters, many of which equal in length great ocean-going steamships, carried 26,100,000 tons of iron ore to the Cleveland district—a tonnage greater than the total exports and imports at the New York harbor.

Cleveland is the natural meeting-point for iron ore from the upper lakes, and coal from the Ohio, Pennsylvania and West Virginia fields. Of the great fleet in the iron ore and coal carrying trade on the Great Lakes, eighty per cent is operated from Cleveland.

University Circle and College, Cleveland.

Cleveland outranks all other American cities in the production of steel ships—heavy machinery—wire and wire nails—bolts and nuts—vapor stoves—electric carbons—malleable castings—telescopes—and many other articles.

There are 4,200 manufacturing plants in Cleveland and the value of the manufactured products is now estimated at $250,000,000 per year, a gain of seventy-two per cent in ten years. It is estimated that 125,000 different articles come from the shops of Cleveland. More than $245,000,000 capital is invested in Cleveland manufacturing plants.

Thus Cleveland has become a great distributing center and vast manufacturing community, a great wholesale market, and as a natural consequence a great banking center. Last year more than 20.800,000 tons of freight were received and 15,000,000 tons forwarded to the city of Cleveland.

Cleveland, with less than one per cent of the population of the United States, has nearly four per cent of the saving deposits, upon which four per cent interest is paid. The banks of Cleveland now have capital, surplus and deposits aggregating $299,000,000—a gain of seventy-two per cent in ten years. Cleveland's savings banks and trust companies alone had more than 350,000 depositors last year.

Cleveland was the first of our large cities to arrange for the grouping of its public buildings about a Mall or broad parkway, extending from the principal business thoroughfare to the lake shore. The Federal building has just been completed, while the county building and city hall are in process of construction. The Union passenger station on the lake front end of the Mall, and the public library building balancing the Federal building, will complete the group. The total cost of this plan will be $20,000,000. The buildings will be monumental in design, and the Mall will be treated as a formal boulevard, with fountains and statuary.

Having the commercial advantages to be found in but few of our large cities, yet with none of the congestion experienced elsewhere, Cleveland is an ideal residence city. There are more homes owned in Cleveland than in any other American city as large.

There are nearly four hundred churches in Cleveland; many of monumental architecture.

The public school system of Cleveland, noted for its excellence, includes nine high schools and ninety grammar schools. Over $3,500,000 is expended annually for education by the taxpayers. Here are to be found the famous Western Reserve University and Case School of Applied Science, as well as a number of other colleges, professional schools and academic institutions.

Cleveland business men can leave the city at the close of a business day and reach any great business center east of the Missisippi on the following morning.

There is hardly a movement for the development of industrial and commercial Cleveland in which The Cleveland Chamber of Commerce has not had a part. This organization, through its committees, equally represents the manufacturer, the wholesaler and the retailer. The fact that individual members may be competitors does not prevent co-operation along lines of mutual interest.

The Chamber of Commerce studies all legislation affecting Cleveland which is introduced in the general assembly, and it considers the ordinances before the city council. It advises the community upon the granting of franchises and the issuing of bonds. It recognizes that the centralized population of the city has created new problems, and its committees are endeavoring to solve these problems. It has assisted in securing adequate milk and meat inspection, an efficient system of street cleaning, proper building and tenement laws, and medical inspection in the public schools. It has given consideration to the improvement of factory and labor conditions.

A River Scene, Cleveland.

It has been influential in the development of the present effective system of public playgrounds. It has assumed the co-operative supervision of the charities of the city, and has developed an efficiency in management of the various charitable organizations, and a co-operation among these, which is unequalled in any other city of the country.

That Cleveland is an ideal convention city is best evidenced by its past record in entertaining state and national conventions. Cleveland is but a night's journey from the Atlantic or the Mississippi. Its hotels are modern, splendidly equipped, well appointed, and are centrally located. There is no extortion; visitors or convention delegates can secure accommodations at rates to suit all purses. Seven great railroad systems with numerous branches enter Cleveland .

Steamship lines connect with every port on the great lakes. Combination rail and steamship tickets may be secured by visitors to the city, thus making the trip to and from Cleveland most enjoyable. The steamers "City of Cleveland" and "City of Erie," operating between Detroit and Buffalo, are among the finest passenger steamers afloat. At the minimum of expense tourists receive accommodations on these steamers equal to those which are afforded passengers on our largest ocean steamships. An extensive interurban traction service by electric lines makes possible numerous day trips to adjoining cities and pleasure resorts.

There are five large auditoriums in Cleveland for the

use of organizations meeting in convention. The Central Armory seats with comfort more than 5,000.

The Hippodrome, a mammoth playhouse, second only in size to the theater of the same name in New York, will accommodate 5,000 persons. Private rooms for committee purposes adjoin a foyer, the decorations and lighting of which have not been surpassed in any playhouse.

The Grays' Armory will accommodate 2,500 delegates. The auditorium in the new Brotherhood of Locomotive Engineers' building has one unique feature—a magnificent pipe organ. 1,450 persons can be accommodated in this auditorium. Adjoining the Engineers' building and occupying the same business block may be found the Chamber of Commerce hall. This hall (seating capacity 1,000) is the handsomest in the city. Organizations meeting in Cleveland find these two auditoriums most convenient where an exhibit is shown in connection with the regular sessions, or where an additional hall is required for auxiliary meetings.

These five meeting-places are all located on the ground floor. Fire and sanitary regulations are most carefully observed. These auditoriums are located within easy walk-

Chamber of Commerce Building, Cleveland.

ing distance of the Public Square. Convention delegates will find the hotels and auditoriums in close proximity to each other.

The leading hotels have assembly rooms seating from one hundred to five hundred guests.

Healthful pleasures available at Cleveland are too numerous to mention. The municipality maintains a number of free bath houses on the lake shore, which are used to their capacity on warm days.

Yachting and fishing in Lake Erie, and moonlight rides on the lake steamers "drive dull care away."

Here are a few other opportunities for recreation:

Golf on four famous courses. Tennis on scores of courts. Motoring, driving and riding in the parks, boulevards and avenues. Light harness horse racing at Randall track. Yacht and motor boat racing at Rocky river. Baseball at the American League park. Light opera, comedy or vaudeville at garden theaters. Varied attractions at twelve other play-houses.

Cleveland's Luna park and Euclid Beach park offer every form of legitimate diversion known to operators of private amusement parks.

Excursions may be made by boat or by rail to scores of pleasure resorts within easy reach of Cleveland. Niagara Falls and Buffalo, Cedar Point, historical Put-in-Bay, Port Stanley and Detroit are within a few hours' journey by boat or by rail.

Companies operating the lake steamers, conduct afternoon and evening boat rides at a nominal cost. These trips permit a view of the beautiful homes and yacht clubs along the shore line of Cleveland.

One can most profitably and most economically see the many attractions of Cleveland by means of the touring cars, operated by the street railway company, which make two-hour trips about the city. Starting from the Soldiers and Sailors monument in the Public Square, these cars pass the chief points of interest, including Edgewater park, Clifton boulevard, Gordon, Wade and Rockefeller parks, beautiful Lake View cemetery, the last resting place of President Garfield, John Hay and Marcus Hanna; the estate of Mr. Rockefeller, and the residences of other well-known Clevelanders. Guides on each car explain points of interest enroute.

Automobile touring cars may be secured at reasonable rates (in addition to sight-seeing automobiles) for a spin through the parks, boulevards and the lake drives.

Because of the comfortable weather and many summer pleasures, an ever-increasing number of Clevelanders stay at home for their summer vacations and make their visits elsewhere at some time during the winter months.

Convention guests have occasion to remember Cleveland's record for hospitality. To those who have not as yet been our guests the citizens of Cleveland say "Welcome!" We want you to share the splendid attractions of Cleveland with us. The latch-string is out.

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THE VALUE OF FINE PRINTING

In printing, as in the case of most manufactured products, the maker is striving for perfection by the use of the best and most adaptable materials and the evolution of these materials into the salable article by modern methods possible with up-to-date machinery. The incentive for the investment of money, time and brains is the possibility of securing the elusive dollar.

While this is true in photography, art, engraving and printing, the employment of talent with ability to accomplish a pleasing effect by combination of colors, papers and fitting style is paramount, because of the fact that shrewd buyers realize the actual value in fine printing.

Printed matter is entitled to even more consideration than the most astute and successful salesmen on account of the fact that only by its appearance and forcible arguments, properly illustrated, can it create a favorable disposition on the part of its recipient toward the product exploited.

The trend of producers of fine printing is, and always has been, upward, and they are carrying to the manufacturer the principles and reasons why good printing is effective and actually influences the placing of orders, which, of course, is the real justification for the investment.

Not art for art's sake in any sense of the word, but art, practical in adaptation, will be recognized by the progressive manufacturer.

The Caxton Company has always maintained its position as an exponent of fine printing; evidenced by the superior art work, engraving and printing which the company is producing. As an example of the increasing appreciation of good printing among manufacturers The Caxton Company, by virtue of their excellent examples of fine catalogues and other printed matter, have succeeded in improving the quality of their new clients' catalogues, previously illustrated in wood cuts and printed in the most mediocre style, by the use of wash drawings with halftone illustrations and decorative embellishments of fitting character.

These catalogues have been published by large representative manufacturers in their respective lines who have come to see the actual value in a well printed catalogue to fittingly illustrate and describe a high-grade product.

The Caxton Company has a complete plant operating under one roof photographing, art, engraving and printing departments, consequently can handle all details of the work entering into any piece of printed matter placed in their hands for execution.

The various departments are directed by members of the company. The responsibility for the finished work is undivided and the customer receives all the advantages of such an organization which all of us familiar with the printing business understand.

The Caxton Company is aggressive in policy and methods. They take the initiative in the dealings with their clients; submit proposals at the right prices, for high-

grade work, and maintain their position as expert manufacturers and counselors and expend a supreme effort in directing the buyer to make a judicious purchase.

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"BUILDING" EFFECTIVE PRINTED MATTER

The Corday & Gross Company, Cleveland, Ohio

A great many people have the mistaken idea that printing means simply a mechanical proposition and requires little thought.

It is quite true that a printing press is one which accepts a blank sheet of paper at one end and delivers it at the other with something printed thereon. That is why it is called a printing press, but the preparation of the matter to be printed is more important than the mere printing.

Printing stands well toward the head of the list of industries in this country from the standpoint of national importance, while the printer has not yet found his place—that is, the place to which he is entitled—and it is largely his own fault.

The only worth while printer is the man who carefully thinks out, first, the work in hand, and then incidentally

B. F. Corday, Cleveland, Ohio.

prints it because his customer requires more than one copy.

After he has thought the whole matter out, and roughly laid it out on folded sheets of paper, in form commonly known as the dummy, the work is really done. All that remains to be done is the mechanical duplication due to the demand for more than one copy.

It therefore becomes evident that the printer must be equipped, either personally or through associates, with the power to build the matter which he is called upon to print—and the word "build" is used advisedly because the proposition is wholly constructive.

This constructive work embodies not only the thinking out of what is proper to be put together in the way of statements to be shown in type, but it also involves art work and engraving by way of decoration or illustration.

The value of a circular, folder, catalogue, book, or whatever the printing may resolve itself into, may be divided into two distinct classes—attention and utility.

Attention value is that which attracts the eye, and causes the recipient of the piece of printed matter to stop what he has been doing and diverts his thought, if only temporarily, to what he holds in his hand.

Utility value means the practical use of the printed matter. Shall it be filed for future reference or immediately find its way into the waste paper basket without further thought.

Anti-waste basket literature is the sort The Corday & Gross Company has been building for a number of years. It possesses the dual value above referred to, it is attractive to the eye, and useful to the recipient.

The attraction value is always 100 per cent; the utility value is dependent directly upon the copy furnished, for which the printer is really responsible.

The methods of conducting this business are such that we do not hesitate, after having read copy furnished, to offer suggestions as to how it may be improved. Sometimes egoism will prevent the writer of weak copy from permitting us to make the suggested changes, but in the majority of cases diplomatic suggestions result in betterment.

Where copy is purely technical it is in a class by itself and not open to revision, because every man knows the technicalities of his own business; but every effort is made, even in technical works, to see that the utility value is not smothered by the dry presentation of the copy, and sometimes a title or heading of a paragraph will accomplish the purpose.

There is supposed to be a harmony of purpose in the issue of all printed literature, and unless harmony of action obtains, it is very difficult to get out the right sort of work from a print shop or anywhere else.

One of the strongest points of this organization is harmonious relations between all of the constituent parts, be they individual or mechanical. Personality plays but a small part; individuality, on the other hand, is firmly maintained.

Every individual is entitled to be heard, and if his opinion is worth while, it carries weight; but this is very different from the personality which some people seek to inject into a business, resulting in the claim that they are always right and everybody else is always wrong. No business can be successfully conducted if the wheels of progress are clogged by any such condition.

The heads of departments, and a large number of those associated with them in their respective callings, are stockholders in The Corday & Gross Company, which, however, does not account for the harmonious relations; on the other hand, it is the harmonious relations which prevailed that resulted in the purchasing of stock when the opportunity was offered.

Everybody works with a will, first to secure and then to retain the clientele of the organization, and it is believed that this spirit, extending out beyond the four walls of the building, makes itself felt in a manner which is evidenced by the repeat orders and the continued appreciation of those who entrust their business to our care.

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The Denham Cost Finding System

The Robert S. Denham Company occupies six commodious rooms in the Caxton building in Cleveland, from which offices are directed the operations of a large corps of men engaged in installing cost finding systems in plants of the graphic trades throughout the country.

This company also maintains branches in New York, Chicago and San Francisco.

Mr. Robert S. Denham, the head of the concern, has the distinction of having been the first professional cost finding expert in the printing industry, and he has gathered

about him a strong corps of able assistants, who have been thoroughly trained in the principles of scientific cost finding.

The service which has been rendered by this company to its clients, receives the unqualified indorsement of every user.

This fact is largely due to the policy of the company, which absolutely guarantees a satisfactory service in every instance.

In addition to its reputation for a distinctive quality service, the methods which have been evolved and promoted by the Denham Company, have received the indorsement of every organization in the graphic trades, which has appointed a commission to investigate and recommend for adoption, the most satisfactory and practicable methods which it could find.

Robert S. Denham

In fact, but one organization within the graphic trades, which has made any effort toward finding costs, advocates any other methods than those of this concern.

The organization referred to uses the cost propaganda as a means of inducing printers to become members of its body, and consequently its requirements demand distinctive methods.

The "Denhamethods" cost finding system has been given an unqualified indorsement by the National Association of Employing Lithographers, the International Photo-Engravers' Association, the Western Paper Box Manufacturers' Association, the National Druggists' Box and Label Circle and the Ben Franklin Club of America.

In addition to this, it has the indorsement of many local organizations throughout the country, whose committees have investigated cost finding methods.

The concerns which are recognized as largest in the lines of printing, photo-engraving and box manufacturing throughout the United States, are all users of the "Denhamethods" cost finding system.

About three hundred and fifty concerns are using this system and more are being added continually through the efforts of its efficient organization.

Mr. Denham began his investigation of costs in printing about nine years ago, and his work was prominently before the public about a year before the first international cost congress of printers was held at Chicago.

From the beginning, his policy of satisfactory service and accuracy of results, has won him the recognition and praise of those who have come in contact with his service.

The company publishes a house organ entitled "The Cost Finder," and other literature pertaining to cost finding in the graphic trades, which is of considerable interest to printerdom, and will be sent to responsible concerns upon request.

Printers who attend the national convention and cost congress of the Ben Franklin Club of America, should not fail to make a visit to the offices of The Robert S. Denham Company, and avail themselves of the opportunity to thoroughly inspect the methods and services which they are offering to the trade.

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Pittsburgh, Pa.—Many exquisite examples of artistic printing are shown at the art industries exhibition which is being held at the Carnegie Art galleries under the auspices of the Art Society of Pittsburgh. The exhibit is intended primarily to illustrate the industrial handicraft of Pittsburgh, and professionals and amateurs alike have contributed to the collections. These consist of jewelry, ceramics, wood carving, textiles, leather work, decorative painting, artistic bookbinding, engraving and printing.

Among the articles shown is a series of books from the Kenjockety bindery, which are displayed by the National Society of Craftsmen, New York. There is no end of ornamental desk sets, postcard cases, traveling cases, etc. The printing firms of Davis & Mason, Davis & Warde, the Dick Press and Pierpont, Siviter & Co.

On each cabinet bearing examples of printing the firms have cards attached announcing that the work was done in Pittsburgh. This is a part of the campaign undertaken by the Pittsburgh Industrial Development Commission to keep Pittsburgh printing contracts in the home city.

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Pittsburgh, Pa.—Henry Lee Mason, who was identified in the bookselling, publishing and stationery business in Pittsburgh for more than half a century, died March 14 at his home in Pittsburgh, aged 74 years. He was a native of Pittsburgh and on March 1, 1852, entered the book store of his uncle, J. R. Weldin, and became half owner in the business in 1866. When Mr. Weldin died in 1872 Mr. Mason bought out the remaining interest and since that time had conducted the establishment under the firm name of J. R. Weldin & Company. Mr. Mason had been a member of the vestry of Trinity Protestant Episcopal church forty-seven years and at the time of his death was junior warden of the vestry. He was trustee in several benevolent societies, and took an active interest in public school affairs in Pittsburgh.

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"COULD HARDLY KEEP HOUSE WITHOUT IT"

Kensett, Iowa, March 12, 1912.

National Printer-Journalist, Chicago, Ill.

Gentlemen: I notice that my subscription has expired. Herewith check for $2 for twelve more visitations of the journal we could hardly "keep house without." You may send fountain pen, if we are entitled to one. The National Printer-Journalist is a welcome caller, even the devil absorbing some of the goodness contained in its pages.

Yours truly,

H. H. HALLETT.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Department to National Printer-Journalist, Chicago.

THIS is indeed the golden age for the "magazinelet," under which coined word the writer refers to the trade papers, the organs of printers' associations, ad clubs, and the thousand and one periodic or spasmodic publications expounding some movement or idea.

The growth and complexity of the advertising idea is perhaps best typified in these publications. But a decade since and advertising was an appeal to the ultimate consumer. Now some of the most interesting publications are those that depend for their life blood on the advertising of advertising and the generous use of space in newspapers and magazines by advertising agents, paper-makers, engravers and printers shows that the doctors are not afraid to take their own medicine.

Printers cannot afford to be out of touch with the stirring events in other fields than their own. Good advertising rests on the same basic principles, whether it be a campaign to sell shoes or service. While you will find on every ad man's desk such periodicals as Brains, edited by Harry Albro' Woodworth at Scranton, Pa., who so long contributed to the pleasure of the National Printer-Journalist readers in this department, "Advertising and Selling," of New York, or the other well-known papers in this field, the printer is often content to let his technical reading go with one of the excellent printers' journals.

When such a man as Gladstone in his day took the American magazines merely to read the ads, the printer who wishes to be up to the game can well afford to devote more time to this field of reading. Where will you find more help for your own advertising or more ideas for developing your ability to handle the advertising of your customers?

But don't forget you are selling service not shoes. Good copy must be supplemented by good typography and good typography is service and is not to be measured by the thousand ems.

A man might be the brightest intellect in his field, yet had he a halting speech and a faltering pen, the world would never hear of him. A woman might have all the virtues of her sex, yet a slipshod appearance would be hard to overcome.

"Ability alone produces advertising that tells, and this by means of arousing thought."—Rev. C. F. Reisner, in "Advertising and Selling."

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Especially interesting in this field are some of the publications of the advertising clubs of the country, and a review of one of the youngest and most notable of these will be given first:

The Stimulator, the monthly organ of the Chicago Advertising Association, has now reached its seventh number and has grown from a small eight-page paper to one containing twenty-four 8 by 10-inch pages with a two-color cover. The publication is self-supporting and saves the circulation of numerous announcements and circulars. It is replete with halftones printed on the highest grade paper and is typographically an excellent sample of the beauty found in simplicity. Scotch Roman is employed throughout and the ad display is confined to this series entirely, with but one style of rule, a four-point with parallel point faces used for borders.

It is surprising that this style of composition is not more often followed in the advertising pages of programs, and small publications.

The natural diversity of form created by the logical display of different copy gives sufficient distinctness to the separate ads when shown together on a page, without the least suggestion of monotony, while the coherence of the page is enhanced, the appearance of the advertising section is seductive and the reader is not offended by one shock of screaming bold face after another, so that a continued story has to be carried over into the ad pages to induce him to venture in that wild and wooly field, as is the case in many of the larger and more pretentious magazines.

That so many advertisers should permit this treatment of their ads speaks well for their taste, and the exceptions but bring out the strong points of the others.

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Co-incident with the appearance of The Stimulator, or resulting from it, are numerous accessions of activity in the association itself, among which are the booming of membership, the Chicago-Dallas Special, and the Advertising building, to be located on Madison street between La Salle and Fifth ave-

nue. The work of construction has begun and it is expected to be ready for occupancy next March. Originally designed for fourteen stories, floor space is leased to warrant sixteen stories, the facade to present an attractive showing of red pressed brick ornamented with white tile. It is to be occupied by offices of advertising and associated firms and to contain the new club rooms.

The page of views is reproduced especially for its general interest in connection with the big 1912 convention of the Associated Advertising Clubs of America, to be held at Dallas, May 19 to 26, to which the Chicago Association will send a special train.

Of especial interest to the printer-advertiser, and to which they are invited to contribute, will be the "Display of Advertising," containing the best examples of printing, engraving and lithographing from all over the country, as well as paper, metal signs,

S. De Witt Clough, Editor of "The Stimulator"

outdoor advertising and specialty display. Full particulars of the convention may be had by addressing Mr. Fred E. Johnston, president, Advertising League of Dallas, Texas.

The May issue of The Stimulator will be a big convention issue and a booster for Chicago and trade extension in the Southwest. A copy may be obtained by addressing Gilbert T. Hedges, C. A. A., Clark and Monroe Sts.

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No less pleasing is T. A. C. Tickets, the clever cover of which is here reproduced, though the original is in red and black on a brown stock. The catchy association of the initials of the Toledo Advertising Club and the numerous clocks, with the slogan, "Something Doing Every Second," suggests a decided wakefulness that gives no cause for "alarm" that there are no bright ideas in Toledo.

Every good thing that has been said about the Chicago publication can be applied with equal force to T. A. C. Ticks. Its treatment of advertising—

of which it carries over fourteen pages out of thirty-six—is in the same harmonious style of one face, one border. Compliments are due the fact that on a smaller page (5x8) a lighter border was used, the one-point face rule being exactly the right thing in the right place.

Running in the current issues are some excellent articles on "The Modern Printer and His Works," by F. C. Fletcher of The Cargill Co., Grand Rapids, that are well worth reading. Cover shown on page 328.

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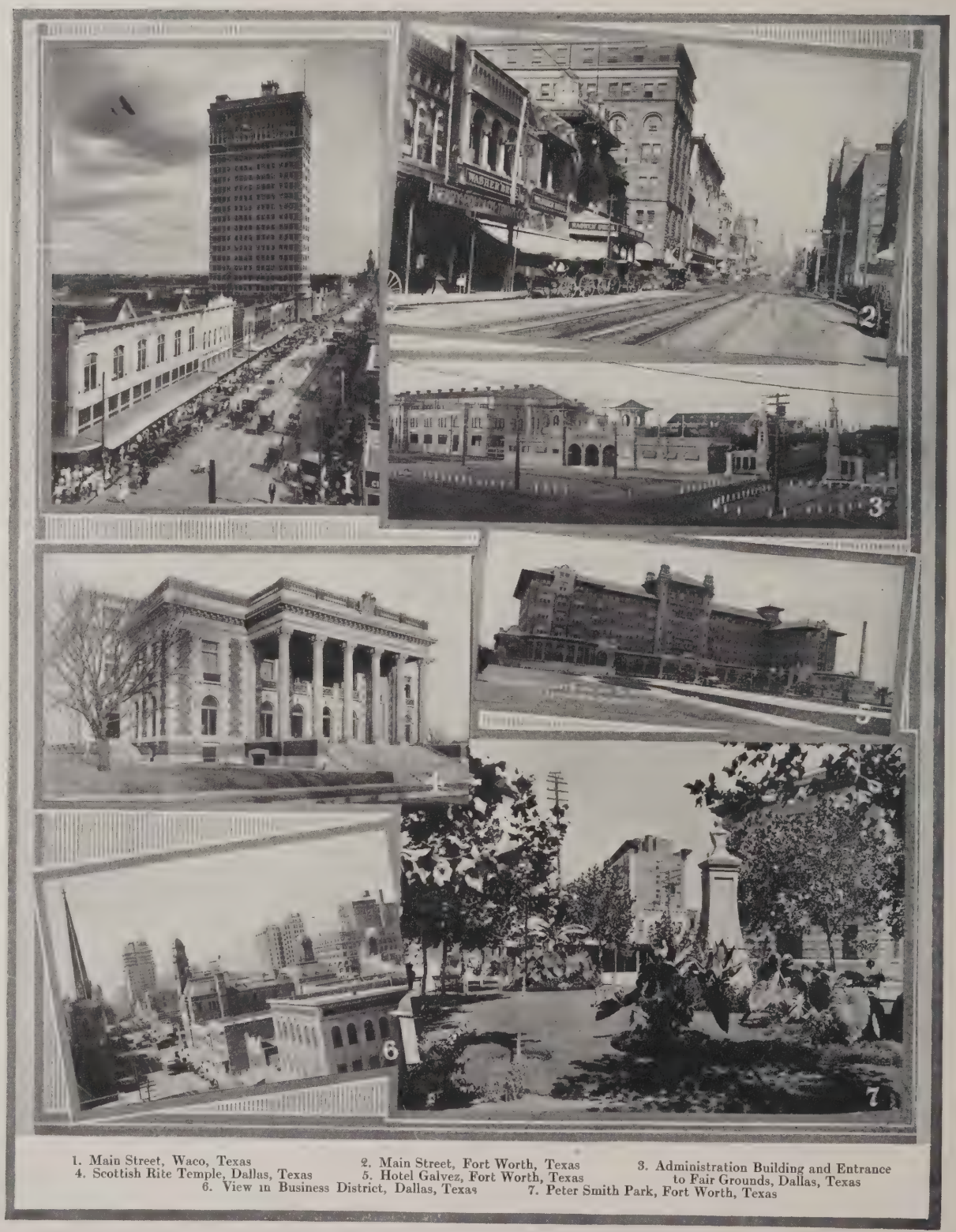
"The value of the advertising columns of a newspaper is dependent on the confidence of the public in the statements printed therein."—Lewis H. Clement, in T. A. C. Ticks.

Scenes in the cities which will entertain the delegates attending the Dallas Convention of the Associated Advertising Clubs



1. Main Street, Waco, Texas
2. Main Street, Fort Worth, Texas
3. Administration Building and Entrance to Fair Grounds, Dallas, Texas
4. Scottish Rite Temple, Dallas, Texas
5. Hotel Galvez, Fort Worth, Texas
6. View in Business District, Dallas, Texas
7. Peter Smith Park, Fort Worth, Texas

The H. Walton Heegstra Advertising Service sends Good Advertising, the first page of which is here shown, printed in a most pleasing color scheme of black with a small amount of illumination in the only correct carmine red to use on the gray stock, contains five pages of a talk to printers given before the Ben Franklin Club of Chicago. Also a handsome 4 by 10 folder on a double-fold of gray linen-finish stock printed in black with gray rules. First-class direct talk about Mr. Heegstra's claims for patronage. The employment of the shaded Engravers' Roman at the bottom is not quite harmonious with the monotone letter of the text. Also a strong card in red and black which should not be mailed with the other specimens, being designed no doubt for separate use.

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"If people say unmannered things,
Just keep your anger hidden,
Smile sweetly at them and remark,
'Put on your chains, you're s-kiddin'."
—Roberts, Printer, Toledo.

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The Philadelphia Bulletin advertises on a large size mailing card "You Can Engage 285,924 Messengers to carry your messages in every one of Philadelphia's 300,000 homes," referring to the paper's circulation and being an excellent argument for the use of its classified ads. Very weak color scheme; no three red shades can be combined. In red and orange on salmon stock.

Golding & Co., Franklin, Mass., are sending to printers a commendable ad for the Golding jobbers, and present some hard-pan facts in a well-printed booklet, one in halftone brown with light blue rules under the title "Manufacturing Efficiency."

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There was a printer named Boggs,
Who figgered on bushels o' jobs,
And when one he would get,
He'd break out in a sweat,
And figger and figger, as in bed he toss't,
What in hell he'd omitted in figgerin' his costs.
—Michigan Cost Congress.

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The Michigan Printers' Cost Commission had a handsome deckle-edge double-fold program, with an excellent title page and a pleasing color scheme, orange and black on a warm-tinted stock. Tied with two ribbons of the same color as the printing follows out the color scheme, but the black ribbon being so much more intense black than any ink, might have been omitted and left a more cheerful feeling. The card, "That Yellow Streak," is here reproduced as suggesting a simple type and rule arrangement with a catch line adapted to print-shop ads. The twelve-point rule was worked in yellow with the text and border in black.

The Belleville (Kan.) Telescope issues an attractive card, small enough for inclosure in correspondence or use as a business card, with two-color card arrangement of striking announcement on front and a not deadly, but lively, parallel on the reverse side, one column being, "What the Newspapers Say," and the other, "What Our Subscribers Say," in compliment to this live paper.

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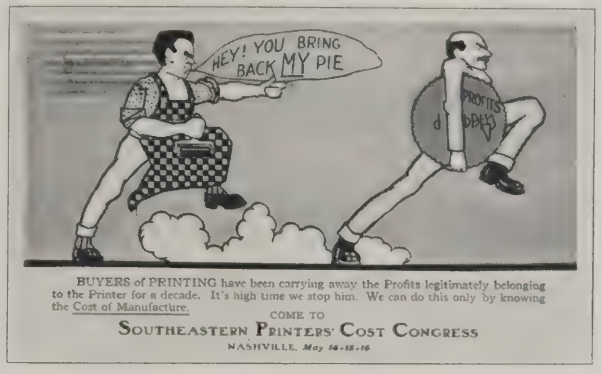
The "M. & L." Typesetting Company of Chicago advertise monotype and linotype composition for printers in the form of a 4 by 12 card with a short


HEY! YOU BRING BACK MY PIE
PROFITS
BUYERS of PRINTING have been carrying away the Profits legitimately belonging to the Printer for a decade. It's high time we stop him. We can do this only by knowing the Cost of Manufacture.
COME TO
SOUTHEASTERN PRINTERS' COST CONGRESS
NASHVILLE, May 14-15-16

fold at the top, printed in brown on a heavy antique stock and enclosed in an envelope to match, the whole worthy of the most critical attention of their critical customers.

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WELCOME, LITTLE STRANGER

On March 31 Arthur Capper purchased the Oklahoma Farmer, Guthrie, Okla. The purchase carries with it a guarantee of a paid circulation in excess of 50,000 semi-monthly. M. L. Crowther, recently publisher of Public Opinion at Osage City, Kan., a young man who was brought up in the newspaper-way he should go on the Topeka Daily Capital, will be general manager. The office of publication will remain in Guthrie. Mr. Capper in his announcement to subscribers promises to make Oklahoma Farmer the equal of his other state agricultural papers—and that's good enough for anyone. This purchase gives Mr. Capper four distinctively state farm papers: Farmers Mail and Breeze for Kansas, Nebraska Farm Journal, Missouri Ruralist, and Oklahoma Farmer, in addition to his national monthly, the Missouri Valley Farmer.

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"WOULD RATHER SACRIFICE A TURKEY DINNER THAN MISS ONE ISSUE OF THE NATIONAL PRINTER-JOURNALIST"

Camden, N. J., April 6, 1912.

Mr. B. B. Herbert, Chicago.

Dear Sir: Inclosed find two (2) dollars for National Printer-Journalist from July, 1911, to July, 1912. Wanted to attend to this for a good while, but was so busy that I neglected from time to time to do so. Why, I'd rather sacrifice a good turkey dinner, than one issue of the National Printer-Journalist.

Wishing the National Printer-Journalist a prosperous future during 1912, I remain,

Yours truly,
W. S. DRESSLER.

International Convention of Photo-Engravers

June is to be a month of conventions, and one of general interest to all members of the closely related callings of printing and publishing in all branches is that of the International Association of Photo-Engravers in Boston, June 10-12. Photo-engraving has worked wonders in lines of publications, of advertising and printing, with much benefit to all interested or engaged therein, as well as to readers and buyers. Proper illustration arouses attention, awakens interest, gives pleasure, imparts more complete and satisfying information and increases circulation, helps advertising, increases printing and places it on a higher plane as a fine art and as a business winner. Photo-engraving has made illustration of the highest order almost universal.

Besides, the same questions and difficulties confront engravers as are the concern of all branches of typography. Besides all this, Boston is a city of broadest hospitality, a most interesting place to visit, filled with all manner of modern wonders in all industrial and educational lines as well as places or points historic and enthralling.

Scene on "The Commons," Boston.

Washington Equestrian Statue, Public Gardens, Boston.

L. B. Folsom, chairman of the local publicity committee, writes under recent date:

"We are making preparations for the largest convention in the history of the organization. The

prospect is very favorable at the present time. We want, however, to obtain the interest of every photo-

E. W. Houser, President International Photo-Engravers Ass'n

engraver in the country, as also of everyone connected with the trade in any way, to attend the convention in Boston.

"Various committees have been appointed for the convention, and we are making extensive preparations. The convention committees are as follows:

"Entertainment—W. M. Tenney, C. G. Sunergren, E. C. Tripp.

"To Provide Speakers—L. B. Folsom, F. O. Clark, D. S. Blaikie.

"Printing—F. W. Dunbar, F. Hendry, T. F. Burbank.

"Information—W. J. Dobinson, J. W. Doran, A. G. Wesson.

"Reception—W. D. Wright, W. C. Van Vlack, Marcus Grahan.

"Publicity—L. B. Folsom, C. H. King, W. D. Wright.

"Finance—S. E. Blanchard, A. W. Dempsey, Edwin Peters.

"Committee to Secure Co-operation of Engravers—W. H. Bowker, F. Hendry.

"The headquarters of the convention will be at Hotel Brunswick, Copley Square.

"Monday will be devoted to the business of the convention, Tuesday to business or educational affairs, together with entertainment to the ladies, with banquet in the evening for both delegates and ladies; Wednesday will be given up to entertainment. Plans are not fully made up yet, but the purpose is to give the delegates and their families and friends a taste of the good old New England clam bake, with all the frills and accessories.

* * *

Pittsburgh, Pa.—Albert W. McCloy, a pioneer in the manufacturing stationery, printing and office supply business in Pittsburgh, died April 18 at his home, 6032 Stanton avenue, Pittsburgh, aged 65 years. Mr. McCloy had been suffering from a complication of diseases for more than a year, but at the time of his death took an active interest in the affairs of A. W. McCloy & Company, of which company he had been the founder and of which he was the president.

Mr. McCloy was born in Pittsburgh and began his career in the stationery business when a comparatively young man. Forty years ago he organized the present firm. He was a member of the Highland Presbyterian church, a Knight Templar and a member of many progressive business organizations.

* * *

The educational side of the Portland (Ore.) Ad Club, known as the "Inner Study Circle," held a very successful meeting Monday evening, April 1.

Ship Building Plant Near Boston.

Mr. D. A. Dinsmoor addressed the members on "Advertising Layouts."

The newspapers of Portland have agreed to give space to educational advertising talks written by the members of this circle.

The regular Wednesday luncheon, held April 3, of the Portland Ad Club, was in charge of R. C. Holman. The club was addressed by Hon. A. M. Crawford, attorney

general of the state of Oregon, on "The Oregon and California Land Grants." Judge C. W. Gantenbein spoke of the duties the federal government owes to the Pacific Northwest and the importance of extending foreign commerce.

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"NATIONAL PRINTER-JOURNALIST O. K."

Monmouth, N. D., April 9, 1912.

National Printer-Journalist, Chicago.

Dear Sirs: The National Printer-Journalist is O. K. As to any advice towards its betterment, I hardly feel competent, but could say a greater sprinkling of advertisements of new and clever articles for the use of the trade would help, and more information on how to cut down the cost and less on how to figure up the price.

R. T. Porte, Sec. Ben Franklin Club, Cincinnati,
See page 317

Almost any man can figure himself out of a job, but few men can so figure as to keep himself thoroughly secure in work and yet keep the expenses properly within and below the receipts.

To my mind the cost system should be more on the line of cause and effect, with the cause end of it coming first. But somehow it seems that the cost system advocates are "tearing into" the effect and letting the cause adjust itself.

Sincerely,

JAMES K. CRAMER.

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Pittsburgh, Pa.—The Harpoon is Pittsburgh's latest venture in the periodical publication field. It is edited by E. N. Jones, a Pittsburgh newspaper man, and is devoted to civic matters, municipal affairs and caustic comment on current events. The editor's wide acquaintance in the city gives him an opportunity to put a characteristic personal touch on all his work in the magazine.

The Harpoon is unusually attractive in its typographical appearance and good taste marks every page. It is issued semi-monthly from the press of the Homewood Printing Company, Pittsburgh.

State House, Beacon Hill, Boston—"The Capitol with Golden Dome."

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CONGRATULATIONS FROM A SUBSCRIBER IN ENGLAND

Devon & Exeter Daily Gazette,
229, High Street, Exeter.

Dear Sir: I have pleasure in inclosing you postal order, as last year, for the National Printer-Journalist, for another twelve months. I am always interested in the contents of the National Printer-Journalist, and am glad each month to have the opportunity of noticing the spirit and enterprise displayed by our friends on your side of the Atlantic. I am very glad to learn of your own success, and congratulate you on the twenty-fifth year of your useful and honorable career.

Yours faithfully,

G. F. GRATWICKE.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

THERE is nothing like play about the newspaper business. The maker of a newspaper has not a moment to waste. It is a constant strain from which one can relax only at the late hour when he lays his weary head upon the pillow. Orison Swett Marden, himself a great editor, once wrote that, to achieve his highest aims, a man should lock all thought of his business behind the office door when he quits his shop at night. In the ordinary vocation that is a very fine maxim, and I do not question its author's sincerity or wisdom; but years of experience as a newspaper-maker justify me in declaring it impracticable for the printer-journalist. The mind of such a man is actively engaged with his business after office hours as during them. And, as deplorable as the statement may seem to my brethren of the orthodox clergy, I have known few, if any, newspaper men who had much rest from business cares on the Sabbath, provided their papers were bright, newsy and prosperous. In other words, most newspaper men I have known have spent their Sundays looking over their exchanges, clipping and writing copy for the morrow. To be sure, in the popular mind, this cannot be looked upon as a very radical violation of the fourth commandment, because, you know, nearly every busy person does his letter writing on Sunday.

The printer-journalist, the editor and publisher of a home daily or weekly, may take vacations, may attend lectures, entertainments, and even social fetes, but I often envy the thoughtless freedom with which other business men are at liberty to approach and enjoy such functions. They do not have to keep their memories strained and their powers of observation continually whetted to the keenest point, merely that the occasion may have the proper notice in the current issue of the local paper. I have written before in these columns on the fact, well known to editors, at least, of what an extraordinary undertaking the publication of a newspaper becomes when all features of the thing are well done. It seems to me it demands a man of the most versatile caliber. To make a success of such a venture, one must not only be a shrewd business man, accurate in calculating and estimating, but also must needs be a philosopher. He ought not only to be a clever genius with his pen, capable of dashing off catchy society stuff, bright personals, and weighty editorials on the questions of the hour, but equally clever as a diplomat, a master in the intricate business of reading, judging and handling of men. Reading cold type in the stick is no more a requisite among the lists of his accomplishments than the art of reading human nature; and with all of these classical gifts, he must be one who is not above work that is often replete with dirt and drudgery. He must needs be as much the artist as he is the mechanic, and the more he is both, the better for him and his prosperity. No one's store of good judgment should be more abundant, for that of no other is ever more heavily drawn upon in the course of his daily tasks. In short, the ideal newspaper man is one possessed of all the rare combinations of skill required to make a success of any other calling, plus those peculiar to his own business—a man capable of coping with any condition and physically able to work incessantly.

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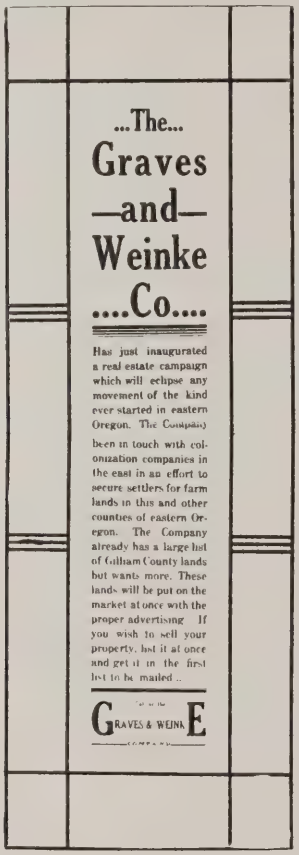
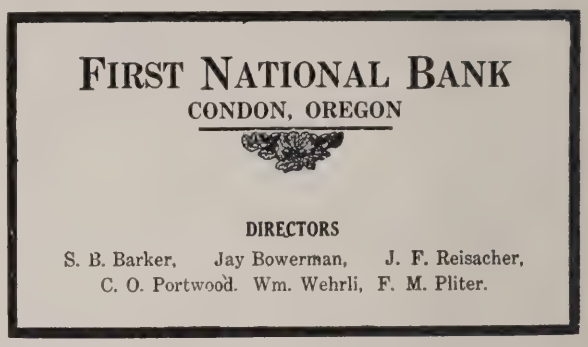
I have a bright little weekly here from Condon, Ore., called The Condon Globe, in which, however, I find some things to complain about. Two copies of this sheet are at hand, one of which shows a clean front page, while the other has a couple of displayed ads on its face. The Globe is a six-page, all-home-print proposition. The mechanical makeup in the issue of last October (barring the front page ads before mentioned) is far superior to that in the issue of February last. The first page of the former, in fact, is really artistic, the fine balance, etc., appealing at once to the eye of the critical. The whole aspect is one of breeziness and sprightliness. But the error of eliminating caps from the principal words in sub-captions is abominable—all principal words in such cases should by all means be capitalized; not only for the sake of looks and grammatical rules, but for the practical reason that such groups of type are so much more easily read in cap and lower-case effect than otherwise. The class of contents secured for this publication show interest and ability on the part of its editor, and the style in

which both the news stories and editorials are put up is commendable. The patronage from advertisers is highly gratifying, the long list of "classifieds" being a feature worthy of special congratulation. The composition of the displayed spaces is attended to with an apparent interested care that is highly exemplary, and the skill exploited in this feature of the Globe is good. The artist has a slight tendency toward the grotesque, but, in spite of this fault, the results are in the main pleasing. As is so often the case, in some of the smaller ads, where the efforts of the compositor to do something extraordinary were


...The...
Graves
—and—
Weinke
....Co....
Has just inaugurated a real estate campaign which will eclipse any movement of the kind ever started in eastern Oregon. The Company has been in touch with colonization companies in the east in an effort to secure settlers for farm lands in this and other counties of eastern Oregon. The Company already has a large list of Gilliam County lands but wants more. These lands will be put on the market at once with the proper advertising. If you wish to sell your property, list it at once and get it in the first list to be mailed ..
GRAVES & WEINKE

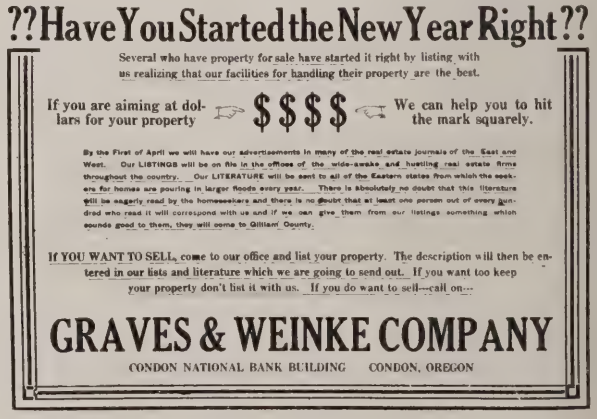
No. 1

perhaps reduced to the minimum, the results are far more wonderful and really meritorious than is the fact in the case of some of the larger and more important examples, where the aim to create something above common was paramount. Simplicity of the one, and complication of the other, is the explanatory secret. Frequently a printer catches a small, and, therefore, what he consciously or unconsciously considers, an insignificant, job or ad, and in order to treat it with economy of time and attention commensurate with its unimportance, he creates something that is really good. Excellence in such cases is the accident of simplicity of construction. On the other hand, the same compositor gets a quarter-, half- or full-page ad to set, and at once becomes burdened with the consciousness of the importance of the task before him; he sets about to build something remarkable and by well-meant extravagance of time and material defeats his purpose. An ad that surely attracted the attention of



No 2

every Globe reader is that shown as Exhibit 1. Things which ought to have been eliminated in this specimen are the several little rows of periods at both ends of some of the shorter lines, the rules used in the same way, as well as the mass of rules as a top underscore. The freakish effect achieved in the signature is extremely obnoxious, but may have been the bright idea of the advertiser; I wouldn't believe that such an abortion could emanate from a printer. From this same paper I have selected Exhibit 2. The two ads pretty well illustrate the idea set forth above. The latter is exquisite in its simplicity; but might yet have been bettered by dropping the heading a pica lower in the space. A carefully treated half-page specimen from the February issue is shown as Exhibit 3. Its chief fault is that thread-bare folly of underscoring, which, like the freakish signature in the first exhibit, may have been the whim of the advertiser. Some of the correspondence schools of advertising recommend this thing as an enhancement to the typographical force and attractiveness; but the means employed palpably defeat the end sought. A plain line of type, unhampered by adjacent rules or orna-


??Have You Started the New Year Right??
Several who have property for sale have started it right by listing with us realizing that our facilities for handling their property are the best.
If you are aiming at dollars for your property
$$$$
We can help you to hit the mark squarely.
By the First of April we will have our advertisements in many of the real estate journals of the East and West. Our LISTINGS will be on file in the offices of the wide-awake and hustling real estate firms throughout the country. Our LITERATURE will be sent to all of the Eastern states from which the seekers for homes are pouring in larger floods every year. There is absolutely no doubt that this literature will be eagerly read by the homeseekers and there is no doubt that at least one person out of every hundred who read it will correspond with us and if we can give them from our listings something which sounds good to them, they will come to Gilliam County.
If YOU WANT TO SELL, come to our office and list your property. The description will then be entered in our lists and literature which we are going to send out. If you want too keep your property don't list it with us. If you do want to sell—call on—
GRAVES & WEINKE COMPANY
CONDON NATIONAL BANK BUILDING CONDON, OREGON

No. 3

mentation, is far more attractive to the human eye, far more beautiful, and far more legible, than the same line of type girt about with complications that divide the attention and thus weaken the strength of the message. It is a well known fact of philoso-

phy that for each of the physical senses of man but one object can be taken cognizance of at a time. For instance, in listening to an orchestra, if one applies his ear to the notes of the cornet, he cannot at the same time hear the cello, and just so with the sight. In watching a play or a circus, one pair of eyes cannot absorb all that is passing before them. If there are three rings among which to divide the attention, one gets very little of either; if there is but one ring or theater, one gets more; and just so with the number of actors engaged. The fewer persons upon the stage, the more readily the onlooker grasps all that is being presented. And so it is with a printed page: The higher the degree of simplicity, the more easily the message is grasped and comprehended. The optical defect of a mass of type with each line underscored, even though those underscores may be light, as in the example before us, is a haze, because the sight has a more complicated number of points on which to focus. Take the illustration afforded by the sun's rays: As they beam down naturally, spread out over the surface of one's palm, for instance, the effect is pleasant and full of comfort; but focus these rays by the aid of a glass, and the heat is so extreme as to become really painful. The strength of a mass of type unhindered by other embellishment is similar. Before completing this unpardonably long paragraph, I must say that the whim of running the two interrogation points at both ends of the main line in this advertisement (Exhibit 3) made a far less desirable effect than might have been achieved by omitting all but the one and thus securing the adequate amount of space between words. Lines of type the words of which are crowded together like those in this line are hard for many people to read, because they produce the appearance of one long jaw-breaking word. Just one more kick and I am done: The plan of makeup carried out in the first page of this February number is such that I can hardly approve of it: Almost a quarter of the page is taken up by the heads, with one of which every column is opened.

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A famous man, writing in one of the leading ladies' journals of late issue intimates what fame really is, by saying that it comes not suddenly upon a man, as a rule, but gradually grows along with the success of the man's efforts, about the same as his bank account grows. A famous man becomes so because he has gone on about his business, doing well whatever his hands found to do, not more than dreaming of future fame for what he was doing. This strikes me as palpably true. And as I look over this copy of the Milford (Ill.) Herald, this month, I am struck deeper with the truth of this assertion. That is how Eugene L'Hote is becoming famous as a genius in the newspaper business. People outside of Milford have talked about the Herald and its remarkable editor—and that is fame, having folks outside of your own home town talk about you and your work. By and by the news spreads to adjoining counties, finally creeps beyond the borders of one's home state, and so on, until one day the man wakens up and finds that he is really gray and famous. Now this original postmaster-editor of Milford has done another remarkable thing which will not detract from his renown: He has issued as a supplement to his celebrated paper, a handsome picture of—whom do you suppose?—himself. It was a daring thing to do, we must all admit; but Eugene L'Hote has the nerve—he dares to do what others are afraid to do. At first some of my readers will no doubt feel about this as I did, that it indicated egotism and conceit, but after having read Brother L'Hote's defense of the act, as exploited in the following editorial, a fellow can't help feeling different about it:

Our Picture

There may be a few who think the editor a little egotistical in presenting his picture with this issue of The Herald, but if we don't send it out who is there to do it? We have sent the likeness of other residents of the village out with the paper, some of which we got paid for and some of which we did not, and they were no more prominent in the affairs of the town and its upbuilding, perhaps, than the editor. We are sending this picture out at this time in honor of the fourth appointment of the editor as postmaster at Milford, a subject which is treated elsewhere in this issue. To receive the appointment for so important and responsible a position as postmaster for the fourth time, in a community so intelligent as that which abides and surrounds Milford, without any cause of complaint or opposition from any quarter, is a matter self sufficient within itself to make any man feel proud. It gives us the assurance that our work has been well and faithfully done.

Besides giving the people a good postoffice we believe we have given them a good, clean newspaper and one that speaks volumes for the community it represents. We know papers in much larger towns that are not half as representative and there is nothing that will do more for a community than a good, live newspaper. There may be some who may differ with the editor in matters of a political or public nature, but you could not get them to stake their reputation and bread and butter by backing up their opinion for even a week in print; yet when they have some pet scheme they want foisted, they are the first to come to the editor and ask him to urge it through the columns of his paper. Just now the editor is held sponsor, by some of the opponents of the township high school, for its being, and we are willing to assume the responsibility if they will but so give us credit in after years. The same fight was gone through with on the water works, the public library, the cement sidewalks, the paving, the park and every public question, yet the people would not have one recalled if they could. The Herald is a strong advocate of advancement. It believes in improvement. It believes we should make our town better this year than it was last year. It believes our boys and girls should be given better advantage than we had. The day of the spinning wheel and the wheat cradle are past. We are in a new era. We demand new and better things and they

cannot be had without cost. However, the majority of people must have favored these things or they would not be here, and in this we feel proud, for after all we have but voiced the sentiment of a majority of the people we are supposed to represent. The Herald will continue to go on and do good work for the upbuilding of the community and advancement of her people, regardless of the fact that there may bob up here and there, occasionally, a narrow-minded person who may seek to put us out of business by the withdrawal of his support.

The Herald has a splendidly equipped plant and we are doing an abundance of high-class printing. We not only do the larger part of the work used in Milford, but we are shipping work to all parts of the county, Chicago and other points. Just now there are five people employed in The Herald job department and we hope to increase the force to seven by fall and add a typesetting machine and increased facilities. We are ambitious to make The Herald bigger and better in every way. We want to improve our office. We want to do more and better work. We are enthusiastic about our business. We are proud of what we have done. We think The Herald building, The Herald printery and bookery and the post-office are a credit to the town. All this upbuilding and growth shows that we have faith in the town and her people and believe in what we preach.

But to get back to the picture, it is yours and you can do just what you please with it. We did not send it out because we thought we were "purty." We did not send it out because we are "stuck on ourselves," yet we have every reason to feel proud of our accomplishments. We think we have done much for the people and built up a business of which any man may well feel proud. But, gentle reader, we want to just drop a word in your ear: "Could it have been done without your earnest support and co-operation?" We hope we may continue to work hand in hand for many years to come and that Milford will continue to grow and prosper for all time.

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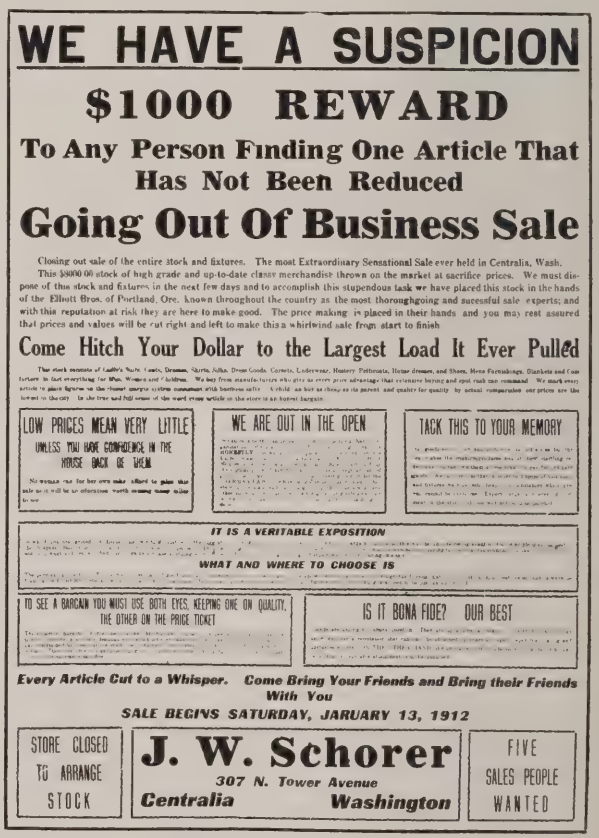
I had a welcome communication from Charles M. Hastings, of Centralia, Wash., introducing a number of advertisement specimens from the Centralia Daily Chronicle. In the course of this missive my correspondent says: "I was a student for some time under O. E. Kennedy, and have often read your criticisms of his work and tried to profit thereby. Have been working at the trade for only three years, having started as 'devil boy.'" I venture to say there is no youth who can master the printing business in three years' time, hence this young friend need not feel in the least discouraged if I tell him during the course of this review that his work is as yet rough and unfinished. The experience he is getting on the Chronicle will prove invaluable to him, and, as he seems to have the right spirit (that of trying to do his work well and seeking after further knowledge) I doubt not that some day he may become one of the master ad-men. Now, in this budget of specimens I have found one promising ad (a full-page example) which I will reproduce herewith for detailed comment (Exhibit 4). The general treatment of this specimen is creditable, the simplicity of its upper portion being particularly gratifying; but there are material defects in evidence, as I hope to clearly show as I proceed. The most striking mistake, to me, is the glaring discrepancy in the relative width of margins between panels. Where the compositor is forced by the lay-out to insert many panels in an ad, he should so arrange things that the white space intervening between these panels is the same throughout. Too bold a face of rule or border is employed for the panel work in this specimen, too, but this might have been modified somewhat by having allowed greater margins of white inside the panels. This is a point nearly every novice and many so-called journeymen neglect, the allowance of liberal enough margins of white everywhere a margin occurs. Especially important is it to surround a mass of type within a box or panel with enough white to form of the type-mass a point of focus, as it were, for the eye. Happily Brother Hastings has had the good taste to


WE HAVE A SUSPICION

$1000 REWARD

To Any Person Finding One Article That Has Not Been Reduced

Going Out Of Business Sale

Closing out sale of the entire stock and fixtures. The most Extraordinary Sensational Sale ever held in Centralia, Wash.

This $8000.00 stock of high grade and up-to-date classy merchandise thrown on the market at sacrifice prices. We must dispose of this stock and fixtures in the next few days and to accomplish this stupendous task we have placed this stock in the hands of the Elliott Bros. of Portland, Ore. known throughout the country as the most thoroughgoing and sucessful sale experts; and with this reputation at risk they are here to make good. The price making is placed in their hands and you may rest assured that prices and values will be cut right and left to make this a whirlwind sale from start to finish

Come Hitch Your Dollar to the Largest Load It Ever Pulled

LOW PRICES MEAN VERY LITTLE
UNLESS YOU HAVE CONFIDENCE IN THE HORSE BACK OF THEM

WE ARE OUT IN THE OPEN

TACK THIS TO YOUR MEMORY

IT IS A VERITABLE EXPOSITION
WHAT AND WHERE TO CHOOSE IS

TO SEE A BARGAIN YOU MUST USE BOTH EYES, KEEPING ONE ON QUALITY, THE OTHER ON THE PRICE TICKET

IS IT BONA FIDE? OUR BEST

Every Article Cut to a Whisper. Come Bring Your Friends and Bring their Friends With You

SALE BEGINS SATURDAY, JARUARY 13, 1912

STORE CLOSED TO ARRANGE STOCK

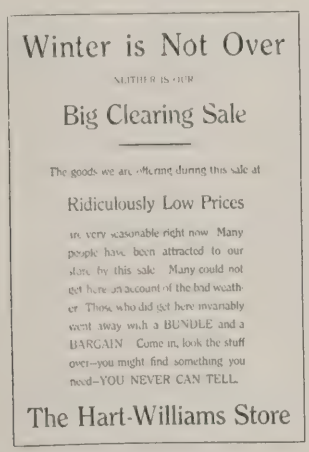
J. W. Schorer
307 N. Tower Avenue
Centralia Washington

FIVE SALES PEOPLE WANTED

No. 4

leave a commendably generous margin of white space all around his ad, but within his panels he failed to follow the same excellent scheme, and therefore got within these a crowded, uninviting effect. It is noticeable, too, that many different faces of type have been employed in this one specimen—too great a variety, in fact, to produce the best results; but this may have been a necessity unavoidable. I hope in future to keep in touch with the work and advancement which I feel sure will mark the career of this beginner in the trade, and promise him this department shall always extend a helping hand where possible.

Good press work is one of the fine features noticed in the latest copy of that estimable sheet, The Benton Republican of Benton, Illinois. What an important feature that is in a newspaper, too. I believe a great per cent of the people at large fail to appreciate good typography, because part of the people by lack of specialized education are incapable of such appreciation, while another part never think of it nor take the time for observing such things; but a good impression is a thing almost anyone immediately appreciates. If the page is printed up nicely, clear and legible, appreciation is bound to be felt by the average reader, if not at once, at least as soon as he encounters an issue of his home paper or that of some other sheet, in which the impression is poor. Hence, the importance of a good print, as intimated. Yet hundreds of country newspapers come out week after week poorly impressed and illy inked. This sad state of affairs is often due to inferior machinery as well as to ignorance on the part of the pressman, but quite as often, I fear, it is merely the result of carelessness or neglect. The press gets out of order, the tympan sheets become worn, and the force simply postpone repairing the defect indefinitely, under the common excuse that the print is "good enough." In the newspaper business nothing is


Winter is Not Over

NEITHER IS OUR

Big Clearing Sale

The goods we are offering during this sale at

Ridiculously Low Prices

are very seasonable right now. Many people have been attracted to our store by this sale. Many could not get here on account of the bad weather. Those who did get here invariably went away with a BUNDLE and a BARGAIN. Come in, look the stuff over—you might find something you need—YOU NEVER CAN TELL.

The Hart-Williams Store

No. 5

good enough that is not the best that can be done. Of course, a good print isn't the only commendable point about the Benton Republican, as I have a faint recollection of having cogently proved in a past review in these columns. The contents are excellent and the makeup generally is good, even if not fully up to the standards of this department. I observe with pleasure that the useless period at the end of the title has been eliminated, and now, when these Gothic condensed eighteen-point heads are supplanted by some more graceful and less great face, the front page of the Republican will become a veritable delight, as the front page of every newspaper should be. For what it may prove worth to my ad-setting readers, I am impelled to reproduce a specimen from this paper (Exhibit 5) which pretty ably demonstrates the beauty of the use of the lighter faced type in ad work. In fact, this one demonstration is so excellent, I think, as to have a great influence in discouraging the choice of the blacker faces which predominate for the purpose. The compositor of this specimen, however, made one serious mistake: He improperly massed his ad; the body-block should have had less space between the several lines and more at top and bottom, and would thus have been thrown out in a far more forcible manner.

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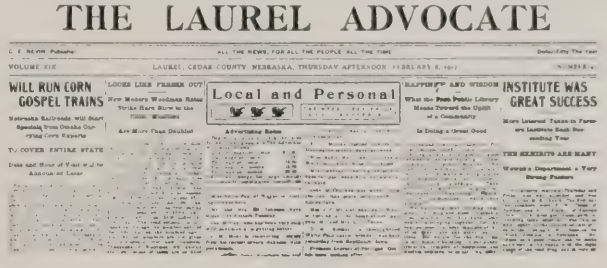
I want to congratulate Brother C. E. Nevin of the Laurel (Neb.) Advocate on the fact that he knows something about what is adequate as a charge for a newspaper and the advertising space therein. The annual subscription price of the Advo-


THE LAUREL ADVOCATE

ALL THE NEWS, FOR ALL THE PEOPLE ALL THE TIME

VOLUME XIX LAUREL, CEDAR COUNTY, NEBRASKA, THURSDAY AFTERNOON FEBRUARY 8, 1912

WILL RUN CORN GOSPEL TRAINS

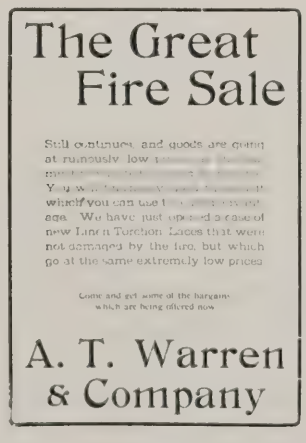
LOOKS LIKE FARMER OUT

Local and Personal

INSTITUTE WAS GREAT SUCCESS

No. 6

cate, which is a six-column quarto on ready-prints, is $1.50. Although under the force of local circumstances beyond my control, I am practically compelled to issue a paper of like size at $1 per year, I realize as well as anyone—perhaps better than one who has never tried publishing a dollar paper—that $1.50 is as little as a six-column quarto should be sold for; but, where a publisher is situated like myself, he is powerless to act consistently with his

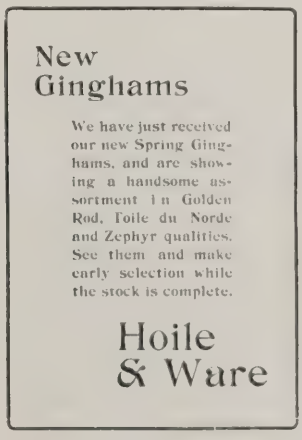

The Great Fire Sale

Still continues and goods are going at ruinously low [illegible] which you can use [illegible] age. We have just opened a case of new Linen Torchon Laces that were not damaged by the fire, but which go at the same extremely low prices

Come and get some of the bargains which are being offered now

A. T. Warren & Company

Exhibit 7


New Ginghams

We have just received our new Spring Ginghams, and are showing a handsome assortment in Golden Rod, Toile du Norde and Zephyr qualities. See them and make early selection while the stock is complete.

Hoile & Ware

Exhibit 8

best convictions. Located outside the county seat, with seven-column papers competing for the field, any one of which can be bought for $1 per year, it seems improbable that many subscribers could be claimed for the outside-of-the-county-seat paper at

$1.50. The time is hastening, however, when all publishers must realize the justice, as well as that many of them have already realized the dire need, of more money for their expensive and valuable products. On the first of last January the Advocate established the following rates for its space: Quarter-page, per issue, $3; half-page, per issue, $5; full page, per issue, $10; half page, per month, $15; full page, per month, $30. An extra charge is imposed for large amount or unusually complicated composition. The accompanying reproduction of the upper part of the front page of this copy of the Advocate represents what I consider a very creditable arrangement. (Exhibit 6.) The old original DeVinne face was beautiful—is beautiful, I should say, for it still continues to adorn the pages of many newspapers; but the infringement that followed its appearance, which I believe is called Canton, and which is the face so prominent in the following four ads reproduced herewith as Exhibits 7, 8, 9 and 10, lacks much of the round, smooth beauty of its prototype. This defect in the type face naturally does not help the compositor any, but, I am happy to testify, the Laurel Advocate

No. 9

Sale of Bred
Poland China
Fall and Spring Gilts
BILLY VICTOR 54318
At the Stock Pavilion, Laurel
Saturday, Feb. 10
I am offering some of the best of my herd
Send for Catalogue
C. R. ADAMS, Cloverdale Farm
Laurel, Nebraska

No. 10

compositor has succeeded nicely in spite of the handicap. His ads, as shown herewith, well illustrate what I have been saying about simplicity and massing in the foregoing paragraphs. Note the first example in this quartet: Here we are afforded a fine exemplification of correct spacing, or massing. It is my opinion, however, that in this specimen, the firm name is set in somewhat too large a face. The same remarks might be wholly repeated in reference to the next specimen. I do not know who the compositor is that sets these attractive ads for the Advocate, but whoever he may be, he surely knows a good deal about good advertisement composition. I wish, however, he would learn to have a higher regard for balance—that is to say, a higher regard for the better balance to be gained always by centering everything. For instance, this Exhibit 8: Suppose "New Ginghams" were set in the face in which "Hoile & Ware" appears, and the latter line reduced to the face in which the former is set, and all these lines centered, don't you know the result would be simply faultless? The next example is well massed, and without serious fault, outside of the spreading of the line "Laurel, Nebraska" apart, with the hyphen between the two words—that is a fault and a serious one, too. Having in the Poland China ad gotten into the sane center-everything style, the effect is as nearly perfect as possible.

✣ ✣ ✣

I have so often written of the desirableness of country correspondence (as we have learned to call it) in country newspapers, that it seems it would be hard to say anything further of interest on the subject; but it is like the church's story of salvation—good enough and important enough to stand repetition many times. An editor may be ever so gifted as a writer and capable of producing enough good copy to fill his chases each week, but he cannot possibly fill them with anything that will widen the popularity, and hence the circulation, of his sheet like a lot of these seemingly silly items written by some novice in the country. It seems hard that some simpering country schoolma'am can sit down of a Sunday evening and dash off a few sticksful of simple talk about the comings and goings of the common duffers of the "deestrict" and in the finished product have something that, when it comes to public taste, far outshines the editor's long weighty effusion on the burning issue of the hour; but it is, nevertheless, true. The editor has this to console him, if indeed he feels the need of consolation: The cause of preference is no fault of his own composition, nor is it due to any special merit in the country schoolma'am's paragraphs, but it is all a matter of public taste. The average country subscriber takes the paper for the local news which it may contain; he may glance over the "local" page, and even read the editor's own column, but the one thing he (or more especially she) will not miss under any consideration is the little strip of items from the home locality. The rural reader, as I said, is taking the local paper because he believes it will give him the local news, and the more nearly local becomes the news, the better he likes it. He isn't always capable of defining news, either, nor distinguishing real news from nonsense—and that's another strong argument for the country news-letter. And, speaking of country news-letters, I do not know of any paper that furnishes its readers with more of this sort of thing than the Mahoning Dispatch of Canfield, Ohio. This is a big paper, seven columns per page, and the copy before me contains sixteen of these full-sized pages. It is a well printed sheet and liberally patronized by advertisers. I regret to note, however, that the displayed work is of an inferior grade. There seems to be little regard to art in the composition.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

NEW CATALOGUE

The Hamilton Manufacturing Company have just issued a catalogue of their new line of printers' steel furniture—a very attractive catalogue, not only because of the showing of furniture newly designed to meet modern conditions, but also because of its pleasing typographical appearance.

Nearly one hundred new pieces of composing room equipment are shown, most illustrations being in the natural color.

This catalogue is indeed a splendid evidence of the progressiveness of the Hamilton Manufacturing Company, as well as a substantial assurance of their desire to keep pace with the development of the printing industry by producing for printers the class of equipment, both in design as well as materials, that is best suited to their needs and makes possible the greatest efficiency.

Hamilton printing office furniture has become standard throughout the world in the past thirty years. The principal reason for this lies in the quality of their products. They have always maintained a high standard of workmanship, material, and, of still greater importance—utility. Printers have always been able to feel that in installing Hamilton goods, they were not only getting furniture that would return the investment many times over because of their long life, but also yield big dividends on the purchase price every year, because of the carefulness with which every time-saving feature had been worked out in advance by the Hamilton Manufacturing Company's corps of printing office efficiency engineers.

For the manufacture of steel furniture the Hamilton Manufacturing Company have designed and built massive buildings which have been equipped with special metal-working machinery of great strength and capable of economically producing printers' furniture of all kinds from steel.

We are informed that any responsible printer may have a catalogue for the asking. The main office and works are at Two Rivers, Wis., and the eastern warehouse and office are at Rahway, N. J.

✣ ✣ ✣

Since the first of the year The Linotype Bulletin, the monthly house organ of the Mergenthaler Linotype Company, has been appearing in enlarged and improved form. It is carefully compiled and edited, and every issue contains much valuable information of interest to linotype owners, prospective purchasers, operators, and machinists.

It consists of sixteen pages and cover of the standard size of most of the trade journals. Both the inside pages and the cover are in colors, and every line, including rules, dashes, and borders, is produced on the linotype and printed direct from the slugs. The April issue is particularly noteworthy, having an embossed cover in blue and gold.

Taken as a whole, it forms an excellent specimen of high grade linotype composition, admirably displaying the capacity and versatility of the machine. As it is "sent free to any printer anywhere," anyone interested in modern composing room methods can benefit himself by having his name placed on the mailing list.

✣ ✣ ✣

THE PRINTER'S MALLET

There has been practically no change in the design of the printer's mallet for over one hundred years; naturally the materials used have changed, but not the design,

until the introduction of the Robinson mallet by the Hamilton Manufacturing Company.

That the innovation is a good one will be agreed to by nearly every practical printer, we predict. The editor even now itches to get back at the stone with one of

these new mallets and experience the satisfaction of planing down a form with one of them.

The accompanying illustration shows the new mallets and gives an idea of the convenient sizes in which they are made.

✣ ✣ ✣

Cost Congress to the Rescue
DEMORALIZED BUSINESS
Honest, this is our
CUR—he represents
vicious competition, ignorance of cost—he has done great harm to the Printing Industry.
With your help we can kill that CUR
THE SOUTHEASTERN COST CONGRESS AT NASHVILLE, MAY 14, 15, 16, 1912

WETTER
TYPE-HIGH NUMBERING MACHINE
Sold at Right Prices by All Type Founders and Dealers
Wetter Numbering Machine Company 343 Classon Avenue, Brooklyn, New York, U. S. A.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

LINOTYPES FOR SALE—One Model No. 3, No. 7442, and one Model No. 5, No. 10797, with motors, extra magazines and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main Street, Louisville, Ky.

FOR SALE—One Model No. 1 Linotype No. 1112 and one Canadian Linotype No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

WANTED—Junior Linotype Machine operator wanted who is fast and capable, to work on small country daily. Good wages paid. Write Free Press, Elko, Nevada.

FOR SALE—50-drawer Electro Cabinet; rebuilt newspaper folder, six-column quarto size, with paster and trimmer for 8 pages. Address A. E. Savage, Rockford, Ill.

FOR SALE—A Fast Pony R-Hoe Cylinder Press in good running order. $300.00. Orleans Printing House. 149 Elk Place, New Orleans, La.

FOR SALE—Our Complete Linotype plant, consisting of No. 2, No. 4 and No. 5 machines, equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

FOR SALE—Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine Linotypes with extra magazines, liners, blades, etc., and large assortment two-letter matrices. Keystone Pub. Co., 809-13 No. 19th Street, Philadelphia, Pa.

$2,000 NET ANNUAL PROFIT—My newspaper for sale in 1,000 town, South Michigan. $2,500 cash, $3,000 on terms to suit. No incumbrance. G., care Printer-Jour.

$10,000 Cash, Balance Deferred,

buys only evening newspaper property in growing city of 17,500. Three linotypes and up-to-date press equipment. Annual volume of business $30,000. Will pay 10% on investment. Proposition C. W.

C. M. PALMER
Newspaper Broker **277 Broadway, New York**

Bargains in Printing Presses
FOR SALE

FOR SALE—One Cox Duplex Printing Press. Prints 4-6-8 pages. Overhauled and rebuilt. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Pony Straightline Press. Prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Four-deck Straightline Press, prints from 4 to 32 pages; one Goss Three-deck Straightline, Press prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price. GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12 pt. matrices, Rogers Tabular Attachment. Address "Bargain," care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago.

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz with extra tongues.

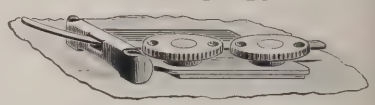
Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency Method of attaching does not interfere with raising tympan

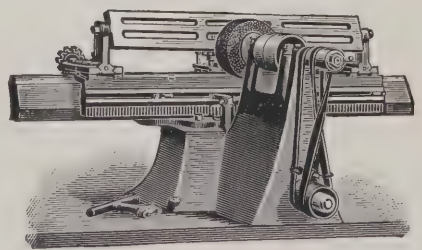
Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York
From us or your dealer. *Free Booklets.*

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1 25 set of 3 with extra tongues.



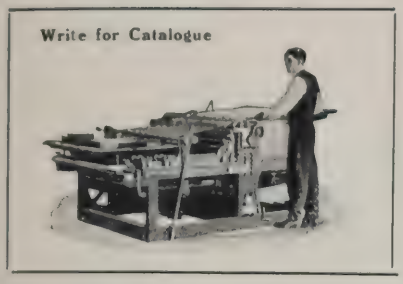
Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

THE SWINK High grade 2 revolution cylinder press,



Bed, 27x40 in.; sheet 25x38 in., or seven column folio. The largest city plants are purchasing the Swink, because of the speed, register, distribution, efficiency and price. We carry in stock and exhibit Chandler & Price, Challenge, Golding and Latham Machinery.

HAMILTON WOOD GOODS—SPECIAL MACHINERY.

SPECIAL EXHIBITION THIS MONTH. SEE IT.

WANNER MACHINERY COMPANY
MODERN PRINTING MACHINERY
A. G. Wanner, Proprietor, 703 S. Dearborn St., CHICAGO, ILL.

THE THINGS WE DO

DRAWINGS of any description, and for every purpose, in PEN AND INK OR WASH, for LETTERHEADS, CATALOGS, COVERS, MAGAZINES OR AD. DESIGNS.

MECHANICAL DRAWINGS FROM BLUE PRINTS OR PENCIL SKETCHES.
BIRDS-EYE VIEWS.
RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS, WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING, STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.

Franklin Photo-Engraving House

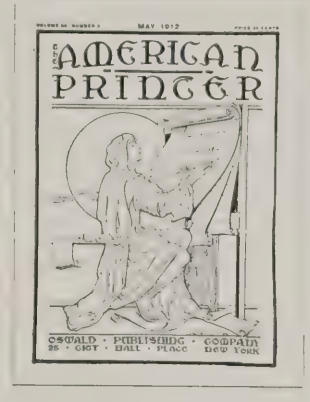
Designers
Illustrators
Photo-Retouchers
Commercial Photographers

Halftones
Line Etchings
Color Engravings
Embossing Plates

632 Chestnut St.
Philadelphia.

Who won the prizes in the Front Page Contest?

Read about it and see the newspaper reproductions in large size in the



May number of
The American Printer

Also read what constitutes profits in printing, the third in the series of specially written articles on estimating. In the cost department is an authoritative article on depreciation. An original set of rhymes has been written and designed and is offered free to printers for use in advertising. The second article on employing printers' organizations of half-century ago also appears. Printing and publishing now the sixth industry — read the interesting census findings. "The Young Printer," a new department for apprentices and young journeymen, is just the thing. You have heard a great deal about the mountaineers of the South; read about their newspapers. Suggestions in operation of composing machine plants. A compositor writes about cost finding. How excellence in presswork is attained. Ideas for printers, the small meaty items. Honesty in advertising. Review of specimens, reset jobs, photo-engraving, the bindery, foreign news, organization activities, and other interesting items. Attractive inserts and illustrations.

American Printer readers get original matter prepared exclusively for them.

Send thirty cents for a sample copy of the May number now, or three dollars for a year's subscription

OSWALD PUBLISHING CO., 25 City Hall Place, New York City

Buy This Book
The Practical Printer

By Henry G. Bishop

Contains instructive information on all the various parts of the printing business, with diagrams of imposition and useful tables. "A book of instruction for beginners, a book of reference for the more advanced." 4th edition. 200 pages. Cloth, $1.00

National Printer - Journalist
Station X - - CHICAGO

When
You Need
Engravings
FOR ADVERTISEMENTS,
YOUR PAPER, LETTER HEADS,
OR BOOK ILLUSTRATIONS,
Remember and

"WRITE TO
SANDERS
ST. LOUIS"

ENGRAVINGS
BY EVERY MODERN METHOD
WE ISSUE SPECIAL SPECIMEN BOOKS
SHOWING WORK BY THE DIFFERENT PROCESSES.
TELL US WHAT YOU ARE FIGURING ON AND
WE WILL SEND SPECIMENS WITH PRICES
Sanders
Engraving Co.
ST. LOUIS
MO.

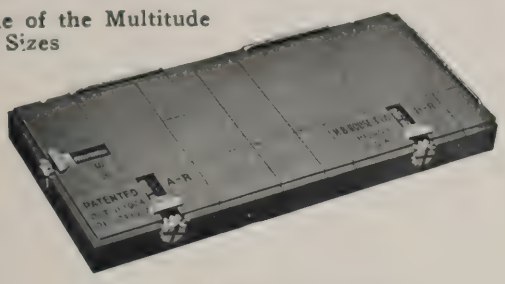
The

Rouse Universal Block

Solves the Block Problem

THE SIMPLEST AND BEST SCHEME KNOWN FOR MOUNTING PLATES

One of the Multitude of Sizes



Size of Page—25 x 55 Ems.

You can make up **eight pages** like this in **five minutes!**

ASTONISHING RANGE OF SIZES

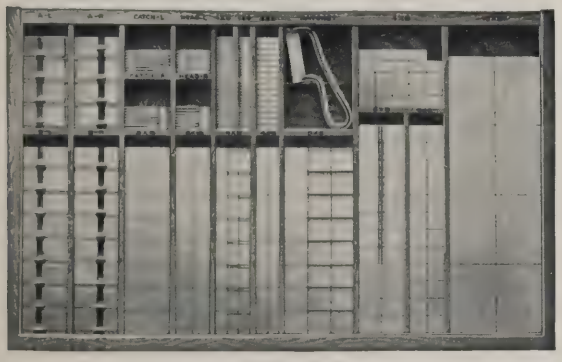
With a single set, costing only $55, you can make up eight pages into about **160 different sizes,** ranging from 17 x 25 up to and including 35 x 51 ems pica, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of two picas in either width or length, or both width and length.

BIG SAVING IN MAKE-READY, TOO!

The Hooks are extremely rapid, strongly made and simple in construction. The body is cast iron, the working parts steel. The jaw has a movement of five picas.

The Catches are made of brass and can not possibly work up on the press.

Bases of Iron. Point system—of course.



One Font Rouse Universal Blocks in Case (Cover removed)

Price, per set, including steel rachet and dust-proof Case that fits a printer's stand, only $55.

Don't waste any more time with out-of-date methods. Order at least one set to-day—**now.**

Sold by Dealers Everywhere

Made only by

H. B. ROUSE & CO.

2214-16 Ward Street, - CHICAGO

The Register Hook People.

THE PRINTERS' BOOK STORE

The man who wins is the man who knows, and the man who knows is the man who reads. The books written on printing and related industries are teeming with money-making information. The best list of

BOOKS AND UTILITIES FOR THE TRADE

is published by *the Inland Printer Company.* This catalogue gives titles of books, prices and tables of contents of publications dealing with following departments:

Advertising
Bookbinding
Composing-room
Drawing and Illustrating
Electrotyping and Stereotyping
Estimating and Accounting
Lithography
Machine Composition
Miscellaneous
Newspaper Work
Presswork
Process Engraving
Proofreading

These books contain efficiency information covering all branches from newspaper work and business management to the care of rollers. Send for the catalogue—a postal will get it.

You should have *the Inland Printer* in your office. It is the world's leading printing-trade journal. It costs $3 a year and is worth $30. $1.50 for six months or $1 for four months. Take it on trial and see how it helps.

The Inland Printer Company

632 Sherman St., Chicago

BUSINESS

The Greatest Game in the World

- - - and - - -

The Most Powerful Magazine

Business is a magazine of which it has been said: "Once a Subscriber—always one." A letter has just been received from Mr. C. C. Jewell, of Ventura, Cal., from which we quote verbatim as follows:

"THE inspiring articles running from month to month in your magazine have been a great help to me, and have helped me to rise from the ranks of bookkeeper to my present position of manager, and I would not be without the magazine for many times the subscription price."

WHAT could be a more dignified or worthy life's work than introducing into every office, store and factory in the land this great magazine—this medium of great influence—this powerful factor in the business world—which can do as much for each and every other reader as it has done for Mr. Jewell. And besides being exceedingly pleasant work—**it is mighty profitable.** Our commissions are most liberal. Write today for free explanation of our plans for special representatives.

J. H. LYTLE, Sales Manager

THE BUSINESS MAN'S PUBLISHING COMPANY

DETROIT, MICH.

Desk Sample Book and Directory of Watermarked Papers Free

Contains samples of 55 nationally-sold Bond, 21 Ledgers and a number of miscellaneous Papers.

Contains an Alphabetically-arranged Directory of All-Watermarked Bond, Linens and Ledgers with names of jobbing houses where the papers can be purchased, with the price per pound of each.

Contains formulas for ink matching and mixing, and other valuable information for the printer, publisher-printer and lithographer.

Free to Each Paid-up $2.00 Subscription

Subscribers to the *Printing Trade News* may secure a copy of the *Printing Trade News* edition of the Ramaley Price List and Estimating Guide, for $1.00. The price of this book, which is considered the most valuable work on the subject, is $1.50, and only paid-up subscribers can avail themselves of this $1.00 offer. Write now.

WEEKLY PRINTING TRADE NEWS

326-328 West 41st Street **NEW YORK CITY**

Good Proofs are Factors in Getting and Holding Business

BEAUTIFUL PROOFS—*Immediately*

Proofs that are as clear and perfect as the run itself—on the stock selected for the job. Produce them at once—without holding up a press—**without locking up the form.** Possible only with

THE VANDERCOOK PROOF PRESSES

ROLLER SERIES
Designed especially for rapid work. Inking attachment revolutionizes galley proofing in quality and speed. Printing surface 10x25 inches. Also furnished without inking attachment.

COMPOSING ROOM CYLINDER
Automatic inking. Absolute register. Feeds to grippers or sheets may be laid on forms. Safety grippers. A hand cylinder press capable of the highest grade of printing. Size of printing surface 25x25 inches.

HIGH ARM SERIES
The simplest form of "curved platen." Very rapid, and a necessity in every job and publishing plant. Hundreds of users. Made in three sizes—12x18, 11x25, 17x25 inches.

Your dealer can supply you—or write us direct. Your sample proofs are ready

EASTERN SALES COMPANY

Manufacturers

1528 PEOPLE'S GAS BUILDING, CHICAGO

Composition of Quality

"M & L"
Monotype Linotype
Typesetting Co.

Cecil Emery, Monotype
L. G. Nelson, Linotype

The tendency of modern printing offices to keep their composing room force at a minimum by patronizing trade composition houses, is the advisable course to pursue only when it is possible to buy composition that is equal in quality to the hand set product. That is the kind of composition we furnish to customers. The high standard of quality which we maintain is due to the fact that every job receives the personal supervision of an expert in composition. Our unexcelled delivery service puts us in close touch with customers in the loop printing district. A telephone call will bring the attention of Mr. Nelson or Mr. Emery to any composition problem you may have. Printing houses outside of Chicago are invited to correspond with us concerning their composition needs.

TELEPHONE: Lakeview 2515 PLANT: 4015 East Ravenswood Park CHICAGO

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Trea

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

JUNE, 1912 VOL. 30 CHICAGO NO. 6

NATIONAL PRINTER JOURNALIST

NATIONAL PRESS ASSOCIATION, ILLINOIS PRESS ASSOCIATION AND INLAND DAILY PRESS ASSOCIATION
HOTEL SHERMAN, CHICAGO, JUNE 24-27, 1912
ILLINOIS DAILY NEWSPAPER ASS'N, JUNE 25, HOTEL SHERMAN

FACTORIES

OF THE

H. D. ROOSEN COMPANY

78 Twentieth Street
Brooklyn, N. Y.

Manufacturers of Printing and Lithographing Inks
of the Highest Quality

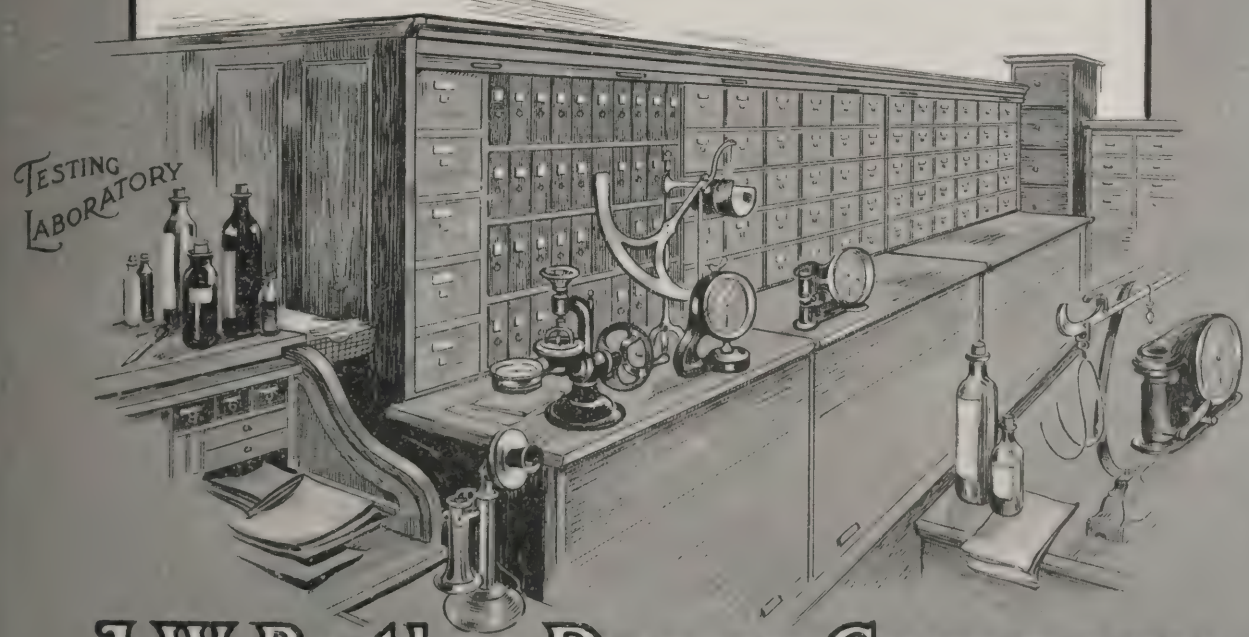
BRANCHES IN ALL THE PRINCIPAL CITIES

"Butler Brands" of Standardized Writings

By our methods of testing and critically examining every shipment we maintain the highest possible degree of uniformity in our product and our standards are thus upheld. We take every precaution against shipping goods that are not right in every respect, with the result that complaints regarding quality are astonishingly rare. Our immense line of WRITINGS, including Ledgers, Flats, Bonds, etc., will prove decidedly interesting to you. To be informed you should get our samples and prices. When writing, include samples of papers you now use and state quantities you order at a time, and we will show you what we can offer. We will welcome this opportunity to demonstrate the value of "Butler Service."

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Company	Milwaukee, Wisconsin
Interstate Paper Company	Kansas City, Missouri
Southwestern Paper Company	Dallas, Texas
Southwestern Paper Company	Houston, Texas
Pacific Coast Paper Company	San Francisco, California
Sierra Paper Company	Los Angeles, California
Oakland Paper Company	Oakland, California
Central Michigan Paper Company	Grand Rapids, Michigan
Mutual Paper Company	Seattle, Washington
American Type Founders Co.	Spokane, Washington
American Type Founders Co.	Vancouver, British Columbia
National Paper & Type Co., (Export Only)	New York, New York
National Paper & Type Co.	City of Mexico, Mexico
National Paper & Type Co.	City of Monterey, Mexico
National Paper & Type Co.	Havana, Cuba



J. W. Butler Paper Company
Chicago.

ESTABLISHED 1844

THE HOUSE *of* HANSEN

AN INDEPENDENT TYPE FOUNDRY ESTABLISHED 1872

DESIGNERS AND MANUFACTURERS OF

ATTRACTIVE TYPE AND BRASS RULES

THE HUNNEWELL SERIES

STANDARD LINE

6-Point 24A $1.00 45a $1.00 $2.00
BENEFITS OF THE ART OF PRINTING
Have been conferred upon the Church and the world at large, materially advancing civilization

8-Point 22A $1.15 40a $1.10 $2.25
FINE COMMERCIAL PRINTING
The Hunnewell series is most desirable

10-Point 20A $1.25 40a $1.25 $2.50
SUPERIOR TYPE FACE
A clean cut and legible series 5

12-Point 16A $1.30 36a $1.45 $2.75
RESULTS OBTAINED
Original Brass Rule Design

18-Point 10A $1.75 18a $1.50 $3.25
ACCURATE 245 Hansen Products

24-Point 6A $1.80 12a $1.70 $3.50
Fine Type for PRINTERS

36-Point 4A $3.00 7a $2.10 $5 10
UNITED Strength

48-Point 4A $4.75 5a $3.00 $7.75
Spring TIME

Italic for this Series made from 6-Point to 18-Point inclusive

NORTHWEST AGENTS

C. I. JOHNSON MFG. CO.

ST. PAUL MINNESOTA

INDEPENDENT PRINTERS SUPPLY HOUSE

PRESSES PAPER CUTTERS WOOD GOODS
COMPLETE PRINTING OFFICE EQUIPMENTS

GRAY TONE AND HIGH ART BRASS RULE BERKSHIRE ORNAMENTS 35 AND 36 SYMPHONY ORNAMENT 400

OUTSIDE BORDER IS OUR HIGH ART RULE NO. 697

NOTICE!

This Company is the originator and creator of the Linotype art, and all existing Linotype machines are built under its patents. All Two-Letter Linotype machines are covered by patents of this Company having a number of years to run.

Any Linotype Machine using Two-Letter matrices, Multiple Magazines, or other improvements which place the present day Linotype far ahead of the earlier machines, cannot be used without the permission of this Company.

Any person or persons counterfeiting or imitating our machinery, or persons using such goods, will be held strictly accountable in the courts.

MERGENTHALER LINOTYPE COMPANY,

Tribune Building, New York.

The Mark of Quality

THE B. C. Co. imprint on an Illustration or Engraving is not the mark of an individual—it is the trade mark of the Barnes-Crosby Company. It means that the Illustration or Engraving was made by men who know how, under the most favorable conditions brought about by the economical and scientific management of the largest Illustrating and Engraving establishment in America, and sold at a price based upon the accurate known cost of production.

"Barnes-Crosby Company Service" means the combined efforts of an organization of 400 Artists, Engravers and Representatives.

For Example

"Barnes-Crosby Company,

Gentlemen:—

Acknowledging receipt of the four-color plates made for us by your Company, we wish to tell you how pleased we are with the result of your work. The color treatment is excellent and the entire work artistic.

Thanking you for the interest displayed in this order and with best wishes, we are

Very truly yours,

The American Printer"

Commercial Photographs, Designs, Illustrations, Photogravures. Printing Plates of every kind for every purpose.

Barnes-Crosby Company

E W HOUSER, President

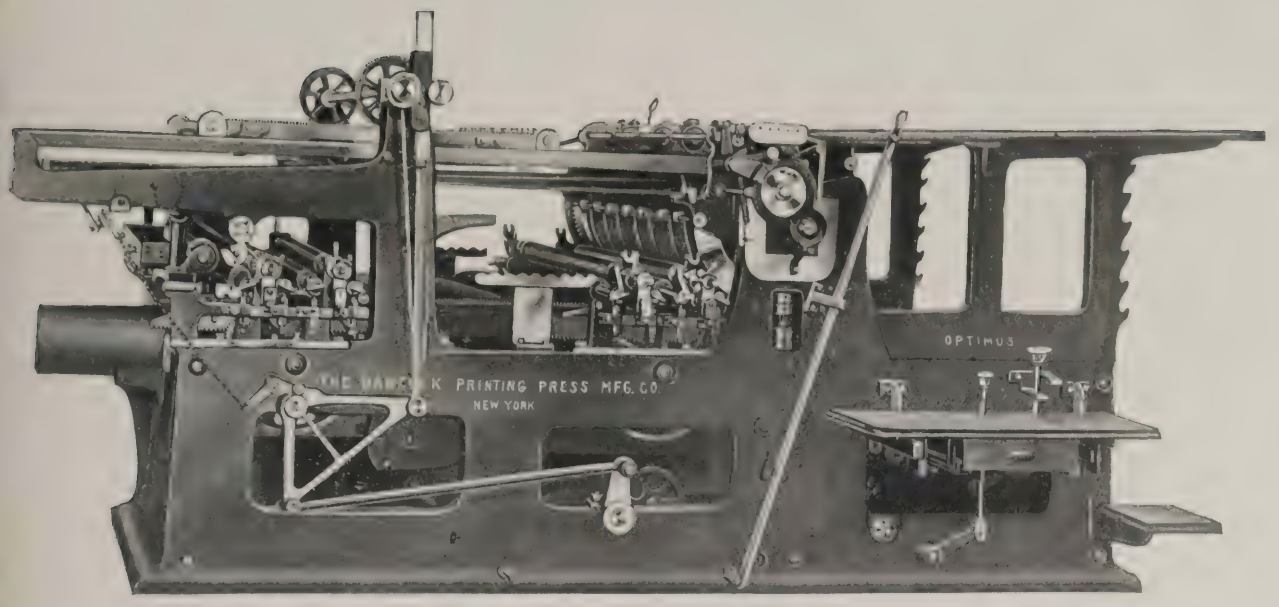
Artists : Engravers : Catalog Plate Makers

Manufacturing Establishments

Madison and Franklin Streets, Chicago

11th and Locust Streets, St. Louis

Branch Offices and Art Departments in Fifteen Principal Cities



THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS. KANSAS CITY. OMAHA. ST. PAUL. SEATTLE. DALLAS. WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

The Babcock Optimus

The Babcock Optimus

Surprise was expressed recently when we were found running the same job of close registered color work on two Optimus presses. Just at the time we were passing 25x38 sheets from a 36x52 machine to a 28x41, and vice versa. To complete four colors the sheets passed each press twice. We were not only using two presses on the same register, but the machines varied greatly in size. Forgetting that we were running Optimus presses, our printer friend did not see how we secured such perfect register.

We had followed the practice for years without thinking anything about it or experiencing the least difficulty, though our machines are now by no means new. We took it for granted that all were familiar with it. Only the surprise of the printer, who has a big shop of his own, led us to conclude that we were doing anything exceptional.

The practice makes rapid work of a big job in several printings. It puts two or three machines into operation that otherwise might be idle. On some work the best results are secured by printing before the preceding colors are too dry. Two or three or more machines are necessary. One can use them unhesitatingly, sure of perfect register and high class product if they are Optimus presses.

Full information is enlightening.

SET IN AUTHORS ROMAN

When
You Need
Engravings
FOR ADVERTISEMENTS,
YOUR PAPER, LETTER HEADS,
OR BOOK ILLUSTRATIONS,
Remember and

"WRITE TO
SANDERS
ST. LOUIS"

ENGRAVINGS
BY EVERY MODERN METHOD
WE ISSUE SPECIAL SPECIMEN BOOKS
SHOWING WORK BY THE DIFFERENT PROCESSES.
TELL US WHAT YOU ARE FIGURING ON AND
WE WILL SEND SPECIMENS WITH PRICES
Sanders
Engraving Co.
ST. LOUIS
MO.

Established Forty-Four Years

Barnhart Brothers & Spindler

Type Founders Chicago

MAKE THE BEST TYPE IN THE WORLD
MAKE MANY FAMILIES OF TYPE
Every Family an F. F. V.

ARE GENERAL WESTERN AGENTS FOR

Babcock Drum and Two-Revolution Presses,
Chandler & Price Presses and Cutters,
Challenge Productions, Hamilton's Wood Goods,
Galley Universal Presses, Wire Stitchers,
Oswego Cutters and the Full Line of
Printers Supplies

THEY MAKE EXCLUSIVELY

Silver-Gloss Steel Electric-Welded Chases
Superior All-Brass Galleys
Superior One-Piece Rim Galleys
Superior Iron and Steel Furniture
Superior Iron Case Stands
Superior Iron Imposing Surfaces
and a lot of other printers' Specialties

LOWEST PRICES ON ALL GOODS
Whether Barnhart Brothers & Spindler Make or Not
Don't buy until you write us

Barnhart Brothers & Spindler

Type Founders Chicago

CHICAGO
ST. LOUIS
OMAHA

NEW YORK
DALLAS
ST. PAUL

WASHINGTON
KANSAS CITY
SEATTLE

IF OUR FOOT SLIPS

CALL US DOWN

We are endeavoring to have it universally paid that — "It is a pleasure to deal with The Queen City Printing Ink Co."

WE FEEL THAT WE OWE YOU MORE THAN MERELY THE RIGHT INK AT THE RIGHT PRICE. WE WANT TO GIVE ENTIRE SATISFACTION IN EVERY PARTICULAR..... TO DO THIS WE TRY TO MAKE OUR SERVICE PERFECT DOWN TO THE SMALLEST DETAIL..... HENCE OUR REQUEST... TO CALL US DOWN IF..... OUR FOOT SLIPS

H·D· INK AND OTHER HIGH GRADE INKS

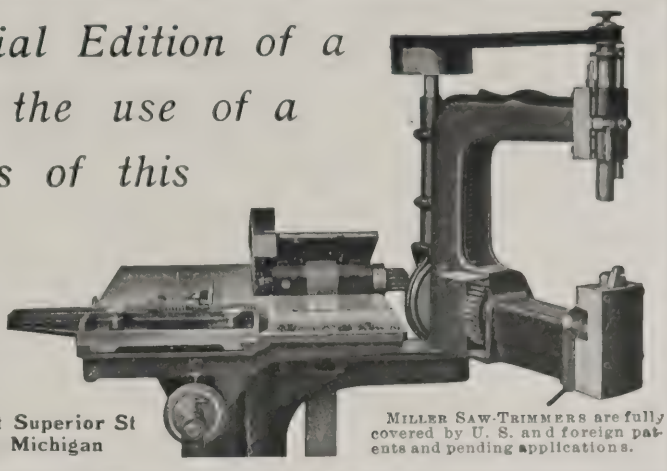
Cincinnati
Chicago
Boston
Philadelphia
Rochester
Detroit
Minneapolis
Kansas City
Dallas

$1250 *saved on one Special Edition of a Buffalo Newspaper through the use of a Miller Saw-Trimmer. Details of this big saving for the asking.*

Write for new illustrated price list.

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co. 813 East Superior St Alma, Michigan

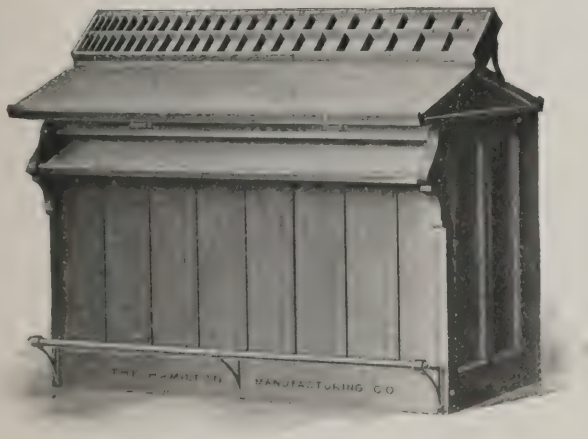


MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

HAMILTON'S

MODERNIZED COMPOSING-ROOM FURNITURE

Job Side No. 28, Tracy Cabinet



News Side No. 28 Tracy Cabinet

All the best ideas of improvement in composing-room equipment originating during the past thirty years are concentrated in the Hamilton line of Printing-office Furniture.

The most thoughtless and inexperienced printer, from a practical standpoint, has the benefit of this improvement when he equips his office with Hamilton Furniture.

Thousands of satisfied buyers throughout the world testify to the profit and satisfaction they are deriving in its use.

Thousands of other printers are in urgent need of new equipment and will never be able to solve the cost problem satisfactorily until they have it.

Hamilton Furniture can now be had in Pressed Steel construction or All Wood. The very best materials and workmanship enter into the making of this equipment. It is the purpose of the company, above all other considerations, to maintain this standard of excellence and to preserve the reputation gained in thirty years of manufacturing.

The Hamilton catalogs explain it all and can be had for the asking. A simple request to the Hamilton Company or to the dealer will put these catalogs on the printer's desk.

IMPROVEMENT IN COMPOSING-ROOM CABINETS

The last word in Composing-room Cabinets is found in the late productions, like the Tracy, American, Masterman, and Ad-man's Composing Cabinets.

There is nothing better than the popular Tracy, with a solid, removable, reversible and adjustable top. No places for concealed dust and rubbish to accumulate. The material is compactly arranged and convenient to the hand of the workman. Such furniture is a vital factor in cost reduction.

Do not forget to ask your dealer for illustrated catalogs describing these cabinets.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing plants in the United States.

THE HAMILTON MANUFACTURING CO.

MAIN OFFICE AND FACTORIES, TWO RIVERS, WIS.
EASTERN OFFICE AND WAREHOUSE, RAHWAY, N. J.

All Prominent Dealers Sell Hamilton Goods

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

F. A. Ringler Co.

HIGHEST AWARDS RECEIVED AT THE WORLD'S COLUMBIAN EXPOSITION.

DESIGNING, PHOTO-ENGRAVING & ELECTROTYPING.

EMBOSSING PLATES FOR LEATHER.

The Largest Printing Plate Manufacturing Establishment in the World.

26 & 28 Park Place, 21 & 23 Barclay St. New York.

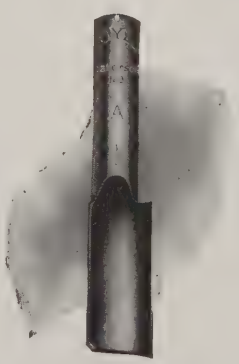
Matrices and Moulds Saved!

All our Matrices and Moulds were saved from the unfortunate fire of April 9th. The casting machines are still intact and the brass rule department undamaged. The business will continue, and we have been able to draw from stock of branch houses and agencies and are filling all orders as usual.

THE H. C. HANSEN TYPE FOUNDRY

Established 1872 190-192 CONGRESS STREET, BOSTON

THE INCREASING USE



of Cutters that Cut—the kind that Royle makes, proves their superiority over cheaper imitations.

Write for circular.

John Royle & Sons
Paterson, N. J., U. S. A.

Engravers' Machinery

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J
Progress Typewriter Supply Co., Ltd., London, England, European Agents

Bodoni Bold

72 Point 3 A $6 20 4 a $4 40 $10 60

KINGS Explain

60 Point 3 A $4 55 5 a $3 95 $8 50

Brightest DESIGN

48 Point 4 A $3 65 8 a $4 15 $7 80

STRONG Handy Series

42 Point 4 A $3 00 8 a $3 25 $6 25

Authorizing ECONOMIES

36 Point 5 A $2 60 8 a $2 45 $5 05

MODERN FONT
Printers Selected

30 Point 6 A $2 10 10 a $2 15 $4 25

ITALIAN DESIGNS
Borders Recognized

24 Point 6 A $1 65 12 a $1 95 $3 60

ECONOMIES PLEASED
Character Advantageous

18 Point 10 A $1 50 20 a $1 75 $3 25

MODERNIZED TYPOGRAPHY
Studied Lucrative Compositions

14 Point 15 A $1 35 30 a $1 65 $3 00

PROFITABLE BODONI INVESTMENT
Simplest Arrangement Highly Attractive

12 Point 17 A $1 30 32 a $1 45 $2 75

OUTLINE GAINFUL METHOD
Systematical Type Manipulation
This Improvement Appreciated
Scientific Composition Resulted
Distinct $1234567890 Figures

10 Point 19 A $1 20 36 a $1 30 $2 50

SOUGHT REMUNERATION FIRST
Bodoni Type Means Larger Returns
Desirable Classical Beauty Obtained
Promising Economical Composition
Inexpensive Methods Predominated

8 Point 21 A $1 05 41 a $1 20 $2 25

EFFICIENT EQUIPMENTS PURCHASED
Characters Showing Beauty Plus Economy
Merit Displayed With These Bodoni Lines
Satisfying Results Follow Minimum Effort
The Plainest Schemes are Readily Realized
Satisfied Many Commercial Demands Thus

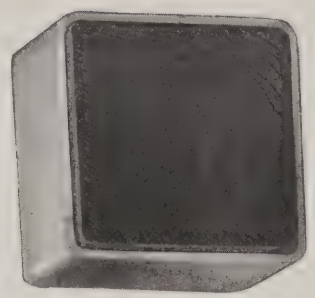
6 Point 25 A $0 90 49 a $1 10 $2 00

BODONI FAMILY MOST POPULAR WITH PRINTERS
Interesting Pages Quickly Composed in These New Faces
Dignity and Legibility Revealed in Every Bodoni Design
Readable Characters that Insure Clarity in Display Lines
Classical Bodoni Type Appeals to User of Good Printing
Increased Business Certain to Attend Bodoni Purchases
Attracting Many New Customers to Your Establishment
Numerical Beauty $1234567890 Figuratively Speaking

American Type Founders Company

In Exchange For Your Money

Get the material that will handle economically any job offered a printer and—do it better than any other system

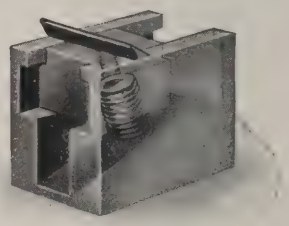


Patent applied for

Made in following sizes:
4 x 4 Picas
4 x 6 "
4 x 8 "
8 x 8 "

Upright grain Blocks
with
Hoge Register Hooks
WILL DO IT

PERFECT IMPRESSION
MAKEREADY TIME REDUCED
SHIPPED ON APPROVAL



Patented

Size 4x6 Picas
Square or Swiveled Jaw
3 parts, all interchangeable
Cannot slip

GENERAL AGENTS
UNITED STATES and CANADA

The Unquestioned Best Quoin

The Only Register Quoin
The Only Self-Locking Quoin
Interchangeable
Prevents Work-ups
No Springs to Wear Out

In use by the BEST PRINTERS

We Sell **Kay Kay Dispellers—Dispel Electricity and Eliminate Slip Sheeting**
Johnson Automatic Roller Racks. Johnson Overlay Table
Hexagon Saw Trimmer and Planer

Write for Prices

UPRIGHTGRAIN PTG. BASE CO.
709 SOUTH DEARBORN STREET, - - CHICAGO

CONSULT

The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

TYPO

15th Year

WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

RATINGS

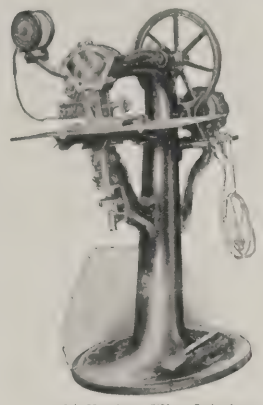
MOST CAREFULLY REVISED
and based upon substantiated statements and ledger facts furnished by tle trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

MONITOR

HALF-INCH STITCHER

Construction and working parts same as our heavier stitchers. Uses No. 30 round to 20x25 flat wire—No change of parts for different thicknesses of work.



No. 1¾ Monitor Wire Stitcher

Wire Stitchers,
Perforators,
Punching, Paging and Numbering,
Round Cornering,
Embossing,
Creasing and Scoring Machines,
Standing Presses,
Job Backers,
Board Shears,
Box Stitchers.

MANUFACTURED BY

LATHAM MACHINERY CO.

Chicago, 306 So. Canal St.

New York **Boston** **Philadelphia**

Listen Here! Mr. Printer!

"Electra" Electric Self-Inking Proof Press. Made in two sizes. Started and stopped by treadle, leaving hands free to lay on galley and paper.

We want you to realize that rapid proof counts in your cost!

Our Automatic Proof Presses are Time and Labor Savers

We manufacture **Four different styles,** in various sizes, suitable for any class of work.

Self-inking, or if desired, **Self-feeding**

Why Not Investigate?

¶ Every job, book or newspaper composing room will reduce expense by using a WESEL Automatic Proof Press. ¶ Hundreds in use all over the civilized world The "Evening News", Buffalo, writes: "Your automatic proof press is the hardest working machine in the whole plant and never fails to do what is required of it. It is a great time saver, *doing as much work* as half a dozen of the *old style presses.*

Write for booklet on "20th Century proofing"

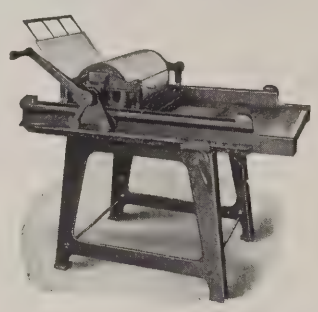
F. WESEL Manufacturing Co.

Designers and Builders of Modern Printers' Machinery

70-80 CRANBERRY ST. - - - - - BROOKLYN, N. Y.

"Simplex," Automatic Self-Feeding Self-Inking Web Proof Press, for hand operation. Made in six sizes.

Are Your Proofs a Credit to Your Plant?



What kind of proofs do you submit? Do they make a customer glad he placed his work with you, or do you send them out with an apology?

Good, clear, attractive proofs will help wonderfully to inspire confidence in your plant—create the right impression of your business methods—the prestige that gets and holds trade.

Vandercook proofs are *cheaper* than common proofs, and are as good as the run itself. Cheaper because more *rapid* than by any other method.

VANDERCOOK PROOF PRESSES

save compositors' time. Save pressman's time. You don't need to lock a form and you don't need to use a running press to get a perfect press proof.

ROLLER SERIES

Designed especially for rapid work. Inking attachment revolutionizes galley proofing in quality and speed. Printing surface 10x25 inches. Also furnished without inking attachment.

COMPOSING ROOM CYLINDER

Automatic inking. Absolute register. Feeds to grippers or sheets may be laid on forms. Safety grippers. A hand cylinder press capable of the highest grade of printing. Two sizes—25x25 and 17x25 inches printing surface.

HIGH ARM SERIES

The simplest form of "curved platen." Very rapid, and a necessity in every job and publishing plant. Hundreds of users. Made in three sizes—12x18, 11x25, 17x25 inches.

Your dealer can supply you—or write us direct. Your sample proofs are ready

EASTERN SALES COMPANY

1528 PEOPLE'S GAS BUILDING — *Manufacturers* — CHICAGO, ILLINOIS

FRED'K H. LEVEY, *President*
CHAS. E. NEWTON, *Vice-President*
CHAS. B. LEVEY, *Treasurer*
WM. S. BATE, *Secretary*

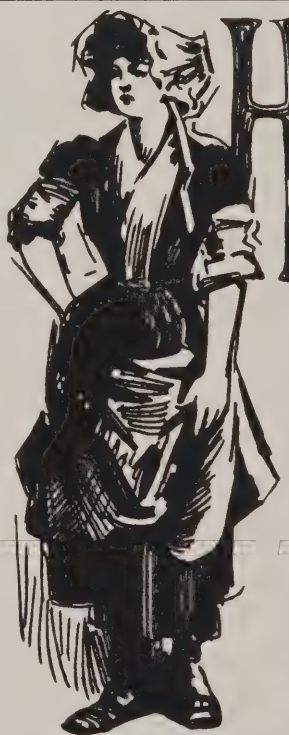
NEW YORK, 59 Beekman St.
SAN FRANCISCO, 633 Battery St.
CHICAGO, 357 Dearborn St.
SEATTLE, 411 Occidental Ave.

ESTABLISHED 1874

Insurance Policy Black

This Ink is intended for such classes of mercantile work as Insurance Policies, Book Headings, Etc., where hard paper is used, and a quick drying Ink is necessary. It does not dry on the rollers or skin in the fountain. Has been in use for over thirty years.

FRED'K H. LEVEY COMPANY
59 Beekman St. NEW YORK



HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.

Patentees and Sole Manufacturers

ST. LOUIS, MO.

European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

DUPLEX TUBULAR-PLATE PRESS

MORE BEING SOLD THAN OF ALL COMPETING MACHINES COMBINED

SINGLE PLATE
BOOK FOLD
FULL SPEED
for ALL
PRODUCTS

ANY NUMBER of
PAGES by Twos
NO COLLECTING
or HALF SPEED
CYLINDERS

12 PAGE DUPLEX TUBULAR-PLATE PRESS

OUR CUSTOMERS WRITE OUR ADS

—SOME RECENT PURCHASERS—

Huntington, Ind., News-Express
Asbury Park, N. J., Press
Fitchburg, Mass., Sentinel
Williamsport, Pa., Sun
Kingston, N. Y., Freeman
Ogden, Utah, Standard
Johannesburg, South Africa, Star
Chicago, Ill., Dziemik Naisdowy
Paris, France, L'Information
Rome, N. Y., Sentinel

CATALOG ON REQUEST

The Duplex Printing Press Company

Main Office and Works: BATTLE CREEK, MICHIGAN

LONDON: Linotype & Machinery, Ltd. NEW YORK: World Building PARIS: Linotype & Machinery, Ltd

THE THINGS WE DO

DRAWINGS
of any description,
and for every purpose, in
PEN AND INK OR WASH.
for LETTERHEADS,
CATALOGS, COVERS,
MAGAZINES OR
AD. DESIGNS.

MECHANICAL DRAWINGS
FROM BLUE PRINTS OR PENCIL SKETCHES.
BIRDS-EYE VIEWS.
RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS,
COLOR WORK OF EVERY
DESCRIPTION, IN TWO, THREE
OR MORE COLORS. WOOD
ENGRAVING, WAX ENGRAVING,
ELECTROTYPING, STEELOTYPING,
NICKELTYPING STEREOTYPING,
COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.

PAPER

We have the best facilities for furnishing Paper and Cardboard in carload lots. Publishers and Printers who have large orders or contracts to place will be benefited by getting our prices and samples.

Irwin N. Megargee & Co.
Incorporated
Paper Makers
Philadelphia

New York Office, 299 Broadway

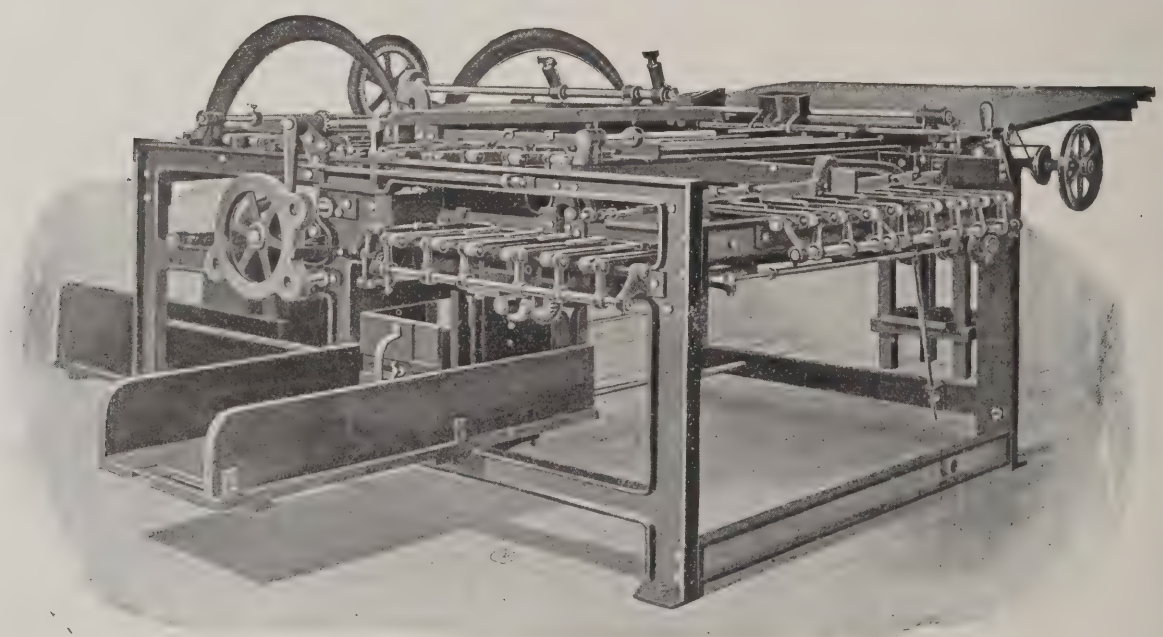
Return this coupon, and Megargee's Messenger, issued on the first of every month, will be sent to you for the balance of the year.

Name _____

Address _____

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

ERIE, PENNSYLVANIA

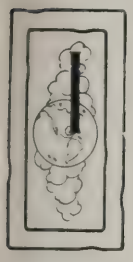
NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty | Chicago, June, 1912 | Number Six

Why Not an Advertising Editor?

Address by James Schermerhorn, Publisher of The Detroit Times, at the Departmental Session on "Newspapers," Eighth Annual Convention of the Associated Advertising Clubs of America, at Dallas, Texas, Tuesday, May 21, 1912.



KNOW from experience that a daily newspaper can keep itself unspotted from advertising fraud if it wants to.

It is just a matter of exercising the same care in protecting the health and pocketbook of its readers as every well-regulated journal observes in sparing itself the penalty of a false publication against the reputation of a citizen. There is nothing intricate or baffling about it. The sources of accurate information are always at hand; and in cases that are not entirely clear, there is that familiar editorial guide-post, "When in doubt, don't."

We have added to the editorial staff of The Times an advertising editor. He was a star man at Yale, studied fiscal and fiduciary matters there. It is a tradition that young men come out of the great eastern universities entirely unequipped for business-getting. We can guarantee that this graduate was a howling success as a business-loser, for us. He took a sort of post-graduate course in the Cobalt region, whose golden glories were so rapturously chanted by Julian Hawthorne; and his scent for investment chicanery was so keen that there was never occasion for contrition in The Times' office when one magnificent frame-up after another was brought to light by the postal authorities. On the contrary, we saved our investigating readers thousands of dollars by giving them the plain, unvarnished truth about the enticing propositions presented in the other Detroit papers.

The facts were always easy of access in local banks, brokers' offices, credit and reporting agencies, as well as in the standard financial publications.

Our advertising investigator also turned the searchlight upon the largest installment house in the city, showed how nefarious its system of substitution and switching was, how merciless its pound-of-flesh propensity of jerking beds from under smallpox patients and stoves with fires in them from humble kitchens in settlement of a meager unpaid installment. Despite pressure from its advertising office and from the Chicago advertising agency handling its mail order business and from its attorneys, we continued the revelations of its extortionate and relentless operations for the announced period of a week, and then stopped only because the hundreds of complaints we had asked for were repetitions of the same old story.

The outcome of this publicity was the elimination of the more flagrant forms of chicanery on the part of this "palace of illusions." But for The Times the general public would never have known how unreliable it was, for it always started two phonographs when customers came in to air their grievances. Our advertising editor thought the good old jubilee refrain, "Steal away, steal away," should have been among the records, producing an effect like the quick-witted passenger brought about during a frightful storm at sea when he sought to reassure the terror-stricken by starting a Victrola. The very first selection that came out was, "A Grave in the Deep."

It's a gay life our advertising editor has led, showing up friction heaters and Florida lands, rotary engines and rubber plantations, loan sharks, piano puzzle frauds and local medical impostors. Not long ago a prominent advertising agency of national reputation sent all the Detroit dailies an order for 14,000 lines for the Advance Medical Science Co., copy to be furnished by the doctors when they arrived with their wonderful instrument for reading the internal human mechanism like an open book backwards, from the appendix to the table of contents.

Every other Detroit newspaper took the agency's credit as a guarantee of good faith and began to run the two-column readers under heavy Gothic captions, claiming all kinds of miraculous results for the X-ray contrivance. Our investigator, in one reading of the copy, found statements so sadly at variance with fundamental facts of medical practice that he held up the copy; later he found from the records that the "chief of staff" was not a registered physician. He asked to have the Advance Medical Science Co. waited upon by a committee of local physicians, which was refused. Then he sent The Times correspondent at the University of Michigan—a husky athlete in the pink of condition—to be examined. The advanced medical scientists saw through him, but not through our strategy. After getting the first $5 on an examination and treatment fee of $50, they found him in a cancerous condition and urged him to lose no time in coming back with the $45 for further attention. He came back with a warrant for the fakers' arrest on a charge of practicing without a certificate—but someone tipped off the matter and

they had fled with their marvelous paraphernalia—the only thing of the kind in the world.

After The Times had told the story of this miserable imposition, the paper received an appeal from a poor man out in the state asking our assistance to recover the $75 that had been fished from him through the advertising in the columns of our contemporaries. It is too bad there isn't a searchlight that can be turned in on newspaper offices to reveal just how loathsome is this process of exploiting their trustful and unfortunate readers.

Just now our Yale alumnus is delving into the magic properties of Dr. Hercules Sanche's "Oxydonor," alias nickel-plated gas pipe charged with charcoal and sulphur, hermetically sealed, and sporting a yard or more of electric cord. The cord, attached to the ankle of the patient upon retiring, banishes all maladies; they fly as a thief in the night. Eminent practitioners and chemists tell us that this beautiful little cylinder, price $25, is as efficacious as a cold potato tied to the pedal extremity or a specific for a ringworm on a wooden leg.

Yet the circulation manager brought the sad news that half a hundred subscribers had left us because we made light of the healing virtues of this benefaction to mankind. We looked into this and found a possible explanation of the resentment in the fact that the owners of the magical tubes were renting them to their afflicted neighbors for $5 a month. Some system, this, for getting testimonials and lusty champions of the baldest kind of fake.

I have gone into the adventures of our advertising editor to the extent to prove it is quite possible for any metropolitan newspaper to protect its pages from everything savoring of deception and charlatanry. And it is not only his plain business obligation to do this, but it is in harmony with the highest ideals of the publisher, namely, to be of service to his fellows.

How many sad hearts, how many blighted lives this old world holds—how many that have felt the hurt and pain of contact with defeat, poverty and disappointment. You see it in the tense features of men and the tired eyes of frail women. Does the sight of these care-encumbered fellow-creatures awaken only helpless sympathy and soft, unavailing pity?

I say it should send us to our own place determined to do our work more and more in the spirit of justice and brotherhood toward all who walk the earth—the advertiser to vow he shall offer for sale nothing that is not sanctioned by the only true test of a fair exchange, service for service; the publisher to proclaim that the struggle of his people for health and happiness is not to be hampered by the admission of the spurious or the sinister to his columns.

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Fifteen Reasons Why Every Newspaper Man Should Join an Editorial Association

1. Because in such a union, there is strength that means an increased profit to every newspaper man.

2. Because the exchange of ideas among the members will increase the earning capacity of every newspaper office.

3. Because a more profitable advertising rate can be mutually adopted and inforced instead of allowing the advertiser to dictate the rate.

4. Because it is to the interest of all newspapers to rid themselves of the cheap advertising man in the office of many advertising agencies, who earns a big salary by beating down your advertising rate and making you work for nothing.

5. Because your newspaper should earn a clear net profit of six dollars per year for every subscriber you have.

6. Because it is impossible for you and me to make our plants earn six dollars per year profit on each subscriber without some active and intelligent co-operation.

7. Because the owners of businesses we advertise become multi-millionaires, while the publishers of most newspapers make barely a living.

8. Because the compact organization of the newspapers of Pennsylvania will elevate them as a class from being regarded as objects of charity to the position of molders of public opinion and leaders of successful business and financial enterprises.

9. Because every newspaper owner is entitled to a clear profit of $3,000 to $50,000 a year, on his investment and brains, and without active co-operation by at least the majority, every one will be underpaid.

10. Because for the small sum of one dollar membership fee and one dollar a year dues, no worthy, creditable or legitimate newspaper man in the state can afford to keep aloof from the consolidation of mutual interests that means of conversion of newspaper properties from an undesirable collection of mechanical appliances to profit-earning businesses that will command the respect and admiration of every person and produce for the owners a just recompense.

11. Because with "squatter sovereignty" in the management of the various newspaper properties of the state, no adequate reward can be secured for the investment of money and brains necessary for the production of first-class legitimate newspapers.

12. Because at the annual meetings of this association, the vital questions of securing and maintaining a profitable list of subscribers and a profitable advertising rate are thoroughly discussed and fully digested.

13. Because many publishers, who are not members of the Pennsylvania State Editorial Association accept such ridiculously low advertising rates that it militates against other newspapers securing a fair rate.

14. Because every trade, occupation, profession and other lines of business are thoroughly organized for their protection and it is up to the newspaper publishers of Pennsylvania to do the same thing, or suffer the penalty of neglecting this important duty.

15. Because the newspapers of Pennsylvania lead and control the thought of the people of this great commonwealth and direct, in a most powerful way, all the progressive, political, educational, legislative and business projects from one end of the Keystone state to the other, and as such leaders, they are entitled to a just reward, which, without the proper organization, will not be forthcoming.

A membership application blank is inclosed herewith. Fill out the same and mail with your check to Hon. R. P. Habgood, secretary, Bradford, Pa., or to membership committeeman in charge of your county. If in need of more membership blanks, apply to the secretary.

Do not lay this letter aside, but attend to the matter at once so that you will receive the notices of annual meetings, outings, etc., and get the full benefit of real active co-operation.

Hoping to meet you at the next gathering, I remain,

Fraternally yours,

GEO. W. WAGENSELLER,

President Pennsylvania State Editorial Association.

The Newspaper Week at the University of Missouri

By G. A. Harney, Dana Press Club, Columbia, Mo.

Two hundred editors, writers and advertising men attended the third annual "Journalism Week" at the University of Missouri, at Columbia, May 6 to 10. "Journalism Week" is fixed more firmly as a positive, permanent, necessary annual event at the School of Journalism. And the attendance this year which was 30 per cent larger than that of last year, shows that an increased interest is being taken in it.

Newspaper workers came not only from sixty-one counties in Missouri, but from eight other states as well. All departments of the profession of journalism were represented. There were country editors who mingled with metropolitan newspaper editors and advertising men and each group learned something new from the others.

The School of Journalism at the University of Missouri was organized in 1908. The first year sixty-four students took work in the school. One hundred and thirty students are enrolled in the school this year. Of this number nineteen are young women.

The School of Journalism is on an equal standing in the University with the Schools of Medicine, Law, Education, Agriculture and Engineering. Two years of college work are required for entrance into the school. Professional work covering three years is given. One degree is offered, Bachelor of Science in Journalism. The professional faculty of the school is composed of Walter Williams, dean; Frank L. Martin and Charles G. Ross, assistant professors; and Joseph E. Chasnoff, instructor.

The session began Monday, May 6. Forenoon, afternoon, and night, Tuesday, Wednesday, Thursday and Friday, addresses and discussions dealing with the various phases of newspaper work were heard. Day time meetings were held in Switzler Hall, the journalism building, on the campus of the University of Missouri. Night lectures were delivered in the University auditorium.

Both the country and the city field of newspaper work received attention. Editors of country weeklies discussed the cost system news, advertising, the chances for women in that field of work and many other problems in the production of a country newspaper. The "near-city daily" was not forgotten. Its makeup, cost and possibilities were gone over in the discussions and papers.

The metropolitan field was represented by owners, editors, city editors and special writers. Each step in the preparation of a city newspaper was discussed.

Advertising men from agencies and from ad clubs discussed advertising. The preparation of advertisments and the relation of that phase of the work to the news and editorials were explained.

The first speaker of "Journalism Week" was Robert H. Lyman, of the editorial staff of the New York World. He told of experiences in newspaper work and described the covering of the Titanic disaster news in the World office, from the first meager reports to the complete story as it was tossed over the side of the Carpathia by Carlos Hurd, a reporter for the New York World and the St. Louis Post-Dispatch

The subject of Mr. Lyman's talk was "The Profession of Journalism—the City Field." He said in part:

"A man is fortunate if when he is in college he falls under the influence of a professor who can and will teach him the vital importance of the 'rejection of the non-essential.' The plain, simple fact is important and elusive; it is also generally over-dressed, muddied and even weirdly disguised.

"He who measures newspaper success by genuine newspaper achievements, will find it as common in the smaller cities as in the large ones. The influence of Samuel Bowles in the Springfield (Mass.) Republican was not limited to the Berkshire hills, and the reputation of William Allen White extends beyond Emporia. But irresistibly, the man who wishes to establish his own newspaper, aflame with ambition for power and influence, is drawn to the great city.

THE TWO DEANS WILLIAMS
Walter Williams of the Missouri School of Journalism on the left. Talcott Williams of the Pulitzer School of Journalism, Columbia University, New York City.

"Sheer brains, news sense, intense sympathy with the people, an indomitable will, forces success over all obstacles. There are victors and victims, but we forget the failures. A Scotch school teacher made the New York Herald; a Yankee printer gave national influence to the New York Tribune; Dana came from a Washington department desk to create the brilliant Sun, the romance of Joseph Pulitzer's life stretches from St. Louis to New York, where the World stands as his monument, and the son of a bonanza senator went to that same city to make room for himself and build up his chief claim to professional fame.

"These papers all made money by printing news only to spend it lavishly for more news. Some became immensely profitable, yet there is not one of the proprietors but placed power before profits and public service before dividends. The newspaper field seems filled today, but tomorrow if a man comes with a message that appeals, stirs and grips both heart and brain of the people, he will get his hearing, and if he works tirelessly and with a single mind he, too, will earn the success of his heart's desire. And he will come from the country."

How to deal with crime news is one of the problems now confronting the newspapers of the country, according to W. M. Ledbetter, city editor of the St. Louis Globe-Democrat, who spoke in Switzler Hall Tuesday morning on "The News as the City Editor Sees It."

He said that he thought the newspapers had gone beyond the necessities of the case in exploiting crime "And in so doing," he added, "we have not only caused

more crime, by suggestion, but have created a demand for this sort of literature that is hard to refuse.

"There is a gathering sentiment of protest against the publication of crime details in a lurid or sensational manner. Some go so far as to urge that newspapers put all crime news on one page or in one section which could be torn out or thrown away before allowing the children to see the paper or skipped by those not interested."

He suggested as a remedy that newspapers cut down gradually on the crime news printed and the display given. He also discussed the ways of writing news and showed why the short, terse, snappy style is preferred.

The only really sound editorial policy is one of public service, according to George S. Johns, editor of the St.

SOME JOURNALISM WEEK SPEAKERS
Left to right: George S. Johns, St. Louis Post-Dispatch; Will H. Mayes, Brownwood, Texas, Bulletin; W. M. Ledbetter, St. Louis Globe-Democrat; Robert H. Lyman, New York World; A. D. Moffett, Elwood, Indiana, Record; Louis T. Golding, St. Joseph News Press.

Louis Post-Dispatch, who spoke at university assembly Tuesday morning. The subject of his address was "The Editorial Policy of a Metropolitan Newspaper." Sincerity, impartiality, impersonality, accuracy and an insistence on ideals were named as the requisites of a sound editorial policy by Mr. Johns. Some newspapers, he said, have no policy at all and some get their policies ready-made from the parties that they champion.

"Impersonality in the news and editorial columns of a paper is necessitated by the modern practice of considering measures, not men," he said. "It is not now necessary to abuse a man to defeat a cause, although one should not hesitate to denounce the man himself if the public welfare demands it.

"A newspaper should constantly strive to better its community in all lines. All local affairs are its business. In a large city this is very complicated; one must be continually trying to improve the health, comfort, beauty and culture of the town."

"The Near-City Daily" was the subject of talks Tuesday morning by A. D. Moffett, editor of the Elwood Daily Record of Elwood, Ind., and Mitchell White, city editor of the Mexico Ledger, of Mexico, Mo. Mr. Moffett said that the near-city daily was run on much the same plan as metropolitan newspapers and had much the same equipment, but on a smaller scale. Mr. White told of the duties that fell to the city editor on a near-city daily. As an example of the troubles that he had in one day he said that the editor was sick, the assistant editor had to work in the postoffice and the city editor was left to do the reporting, read the proof, fix the broken linotype, get subscribers and report a story to the Associated Press. All of that time he said he was looking to see where the profits of the day's work were coming in.

C. J. Blackburn, editor of the Blackburn Record, and E. E. Swain, editor of the Kirksville Express, talked on their early experiences in newspaper work and the benefits to be derived from the teaching of schools of journalism.

"No story is sensational which tells of a real happening in plain language," said Louis T. Golding, publisher of the St. Joseph News-Press, of St. Joseph, Mo. He talked on "The Public as the Problem of the Newspaper" Tuesday afternoon. "A newspaper's chief function is to mirror nature," he said, "but when a paper forces the sensational side of an occurrence to the front unduly and plays it up in big headlines, that paper is ethically responsible for any errors into which the public may fall as a result.

"The successful and popular newspaper is the pet of the great public and the heir to all it has to give, but it serves an exacting and jealous mistress. No newspaper can hold favor which is not devoted exclusively to the public interest. Indolence in the public service will not be overlooked. The seven deadly sins of journalism, venality, cowardice, inaccuracy, sloth, indifference, bossism and conceit, are recorded in the public conscience and at the bar of public opinion no newspaper can plead guilty to them and live."

After Mr. Golding's address talks on country newspaper work were made by C. A. Brakeman, editor of the Enterprise, of Gower, Mo.; D. T. Peters, editor of the Times, of Monett, Mo.; John P. Campbell, editor of the Prospect News, of Doniphan, Mo.

"Opportunities in Agricultural Journalism" was the subject of a night address in the auditorium by DeWitt C. Wing, associate editor of the Breeder's Gazette, of Chicago. "It is not a standardized expertness in applying rules that mark the real journalist," said Mr. Wing. "Imagination, initiative, resource, breadth of view, human sympathy, a dignified sense of humor, open-mindedness, a cultivated interest in many things, uncommercialized ideals, fidelity to all the truth that one knows, a socialized conscience, self-respect and independence of judgment—these are the indispensables in the equipment of a commanding journalist. They cannot be bought, borrowed or stolen, but most of them can be achieved in some measure by every man who steadfastly seeks them."

Agricultural journalism, he said, is a profession of great usefulness, though it is practically undeveloped as yet. The supply of writers in this field, he said, is not up to the demand. But in order to fill this large demand it is necessary for the young journalist to have a liberal education. In preparation for this he advised a college course in agriculture, then some actual experience in meeting the problems on a farm.

After the lecture the students of the School of Journalism held an informal reception to the visiting editors and writers at Switzler Hall, the home of the School of Journalism.

"Newspaper Ideals," was the subject of a talk Wednesday morning by Col. B. B. Herbert, editor of the National Printer-Journalist, of Chicago. These ideals he explained were to give the news without prejudice, to educate and instruct, to serve the community in a systematic and practical way to please and entertain, to influence and advise. Such ideals as these, he said, had influenced him in the formation of the National Press Association and the establishment of the National Printer-Journalist. The first half and the full outline of the rest of this address is given elsewhere in this issue.

That women who have the executive ability to supervise the affairs of the home and the household have ability to successfully manage a country newspaper was

the opinion expressed by Mrs. S. E. Lee, editor of the Reporter, Savannah, Mo., in a talk on "Country Journalism as a Field for Women."

Miss Frances Nise of the Democrat, Moberly, Mo., said that country journalism gives a woman a broad and just judgment of humanity that she would never obtain outside of the newspaper office.

"The Work of the Political Reporter" was the subject of a talk by Thomas H. Rogers, of the St. Louis Times. He said that political reporting was no job for a timid man and that it takes nerve and nerve continually to be a successful political reporter on a metropolitan newspaper.

"Industrial Journalism" was discussed Wednesday morning by Charles Dillon, professor of journalism, of the Kansas State Agricultural College, Manhattan, Kan. He told of the work of preparing students to enter that field of journalism at the Kansas State school.

W. H. Mayes, editor of the Brownwood Bulletin, Brownwood, Texas, talked on "Professional Standards" at the afternoon session. "We, as newspaper men, do not look upon newspaper work as a calling, but rather we refer to it as a business," he said. "All characters who have ever accomplished anything great have answered a calling. A calling is inseparable from unselfish service."

A. B. Chapin, cartoonist of the Kansas City Star, explained newspaper illustration to the editors and writers Wednesday afternoon.

A meeting of the sixteen past-presidents of the Missouri Press Association was held Wednesday afternoon. Memorial resolutions on the death of Norman J. Colman, who was a member of the body, were adopted and a message of sympathy was sent to J. West Goodwin, the veteran Sedalia editor, who is ill. Officers elected for next year are: President, E. W. Stephens, of Columbia; vice-president, W. L. Jewett of the Democrat, Shelbina, Mo.; secretary, J. W. Jacks of the Standard, Montgomery City, Mo.; and treasurer, Philip Gansz, of the Republican, Macon, Mo.

"The Editorial Page—What and Why," was the subject of a Wednesday night address by H. J. Haskell, of the editorial staff of the Kansas City Star. "All signs point toward the newspapers becoming more and more the great democratic purveyors of literature to the mass of readers of this country," he said. "The reprinting of selections from the standard literature has for some time been an important department in the newspapers and they are beginning to provide a good market for the best of modern fiction. The time is coming when a newspaper syndicate will offer the best market in the country for short stories and novels; when Kipling will send his 'Female of the Species' to the Associated Newspapers rather than to the Ladies' Home Journal.

"The final justification for editorial comment must be on the ground that noblesse oblige. Questions are constantly coming up in our civilization in which all of us are vitally interested. The writer of the editorial may not be an expert or a genius along all lines, but at least he is in the habit of thinking about public questions. He has more time and sources of information than the average busy person and by intelligent discussion and the formulation of arguments helps the reader whether he agrees or disagrees with the editorial proposition."

"The Advertising Field" was the subject of a talk by I. H. Sawyer, president of the St. Louis Ad Men's League, Thursday morning. He defined advertising as an application of common sense to the publicity branch of business. The first advertising in the world, he said, was by word of mouth, which is the best kind, but to reach the multitudes of the present day it is necessary to use the newspapers as the medium.

"The Significance of the Ad Club Movement" was the subject of an address at University Assembly to the students of the university by George W. Coleman, of Boston, president of the Associated Advertising Clubs of America. He told of the purposes of advertising clubs and the work that is being done by them. The National Association of Advertising Clubs, he said, was organized in Chicago eight years ago. Now it is composed of twenty-five clubs and has more than 8,000 members.

Willis M. Hawkins, president of the Kansas City Ad Club, talked on "Department Store Advertising." He told how the copy for the department store advertisement was written by advertising reporters. He explained the lay-out and the arrangement of copy. "The character of a store must be mirrored in its advertising," said Mr. Hawkins. "There are three ways to attract: save money for the customer, make money for the customer and give the reader some pleasure. The language of advertising is language with 'a punch in it.' It must have a whip-cracker at the end of it that will drive home the reason why a customer should come to that particular store. Short words are the best to accomplish this."

An address was made to the editors Thursday by E. L. Purcell, of the Fredericktown Democrat-News, president of the Missouri Press Association. E. P. Caruthers, of the Democrat, Kennett, Mo., talked on "Business Methods in the Country Newspaper Office." E. C. Jette, Kansas City manager of the American Press Association, talked on "Plates and Patents."

Glen Buck, of the Glen Buck Company, of Chicago, talked Thursday night on "Advertising as a Public Service." The demands in the advertising field, he said, are for men who are trained and have respect for the functions of business. The change that has come into the field has driven out many of the men who were striving for their own personal interest rather than that of the public.

"The Profession of Journalism" was the subject of an address Thursday night by Dr. Talcott Williams, director of the Pulitzer School of Journalism, of Columbia University, New York. The value of a newspaper is not that it is written by the one, or the few, he declared, but that it is read by the many, and the viewless vote of its multitudes of subscribers attests its influence.

R. T. Deacon, treasurer of the Ben Franklin Club of America, of St. Louis, explained the cost system in the country newspaper office in a talk Friday morning. Talks were also made at the morning meeting by H. T. Blanton, of the Appeal, Paris, Mo.; R. S. Walton, of Armstrong, Mo.; H. S. Sturgis, of the Times, Neosho, Mo.; Ovid Bell, of the Post, Hannibal, Mo.; and J. V. Bumbarger, of the Democrat, Memphis, Mo.

Friday afternoon discussions were entered into by the editors on "Special Features in the Country Newspaper" and "The Country Newspaper's Return Upon the Investment."

"Humor in the Newspaper" was the subject of an address in the University Auditorium Friday night by Strickland W. Gillilan, a lecturer and former newspaper man. Mr. Gillilan told of the various forms of humor that appear in the public print. He said that high-class humor is always acceptable for publication in a newspaper but that much of the so-called humor found in newspapers over the country today falls far short of being funny.

The closing lecture of Journalism Week was given by Clarence Ousley, editor of the Fort Worth Record, Fort Worth, Texas. He talked on "Journalism for Public Service."

Past Presidents of Missouri Press Association Met on Wednesday Evening at the Home of Past President E. W. Stephens.

The annual meeting of the ex-presidents of the Missouri Press Association was held in Columbia. As vice-president of this organization, Mr. E. W. Stephens, who was afterwards chosen president, called the meeting to order and made the following remarks concerning Ex-Governor Norman J. Colman, the president of the Association of Ex-Presidents, who had died during the year. The remarks were directed to be furnished the press and the family of Governor Colman and were adopted as the sense of the meeting in its appreciation of his life and character.

Mr. Stephens said:

"Since our last meeting, my friends, death has claimed our president and distinguished friend and co-laborer, Governor Norman J. Colman. His death brought grief to many thousands in Missouri and elsewhere, but to none more than to the members of the newspaper profession to whom he was bound by so many ties. He was worthy

PAST PRESIDENTS OF THE MISSOURI PRESS ASSOCIATION

Left to right: Top row—Philip Gansz, W. O. L. Jewett, William Southern, Jr., W. R. Painter, O. D. Gray, H. F. Childers, J. R. Lowell. Middle row—John W. Jacks, Walter Williams, C. M. Harrison, E. P. Caruthers. Bottom row—E. W. Stephens, E. L. Purcell, B. B. Herbert, Wes L. Robertson, R. M. White.

to be called the 'Nestor of the Missouri Press,' for he had published a newspaper longer continuously than has any other man in the history of the state. He began the publication of the Rural World in St. Louis in 1848, and was its editor and proprietor without intermission until the day of his death, sixty-four years. That he was an able, conscientious and faithful journalist, and through the medium of his newspaper wrought effectively for the advancement of the agricultural, moral, social and intellectual interests of his state is a familiar fact to all who know aught of his history.

"An excellent speaker, as well as writer, of indomitable energy, of high ideals and a noble ambition, he was a forceful factor in the history of Missouri for over a half century. No other man has left so deep an impress upon agricultural progress in Missouri. Always to the front in every movement for the betterment of farming, he was the acknowledged leader of that great industry in this state. As first president of the St. Louis Fair, of the State Board of Agriculture, of various stock associations, of the Sedalia Fair and numerous other agricultural organizations he was easily Missouri's foremost agriculturist.

"As the first Secretary of Agriculture in President Cleveland's cabinet he was the pioneer to put agriculture upon a national basis worthy of its dignity and importance.

"He was a leader in the political history of his state, was lieutenant-governor of the state and always active and effective in the campaigns of the party to which he belonged.

"As citizen, publicist, journalist, agriculturist, public official, he filled a many-sided career with efficiency and credit, always standing for the highest and purest ideals. He left no stain upon a conspicuous public record of over sixty years.

"As a friend he was loyal and unwavering, kind and gentle, and all who knew him loved him as sincerely for

The Late Norman J. Colman, for Sixty-four Years Editor and Publisher of Colman's Rural World.

his tender virtues and his gentle spirit as they admired him for his great qualities as a public leader.

"He has left an abiding impress upon the history of Missouri, and his name will be enshrined in the deepest affections of all who knew him best."

Following the election of officers for the ensuing year, a very pleasant social time was enjoyed around the banquet table. The dinner was tendered by President Stephens in his pleasant home. Previous to the meeting a photograph was taken of those in attendance, reproduction in halftone of which is presented herewith.

This organization is entirely social, and designed to keep up an interest in the association and work among the past presidents and to revive the pleasant memories and reminiscences of past services and pleasures. This year each past president told of joining the association and when and where elected president and incidents connected therewith.

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A MIGHTY GOOD THING FROM COVER TO COVER

Chicago, May 8, 1912.

The National Printer-Journalist, Ravenswood, Chicago.

My Dear Herbert:—I cannot refrain from complimenting you on your publication, the May issue of which, from "The Abbott Press," lies on my desk.

It is really a mighty good thing from cover to cover, and if I do say it, it is well done mechanically. Again congratulations.

Hoping that it is proving profitable and that it will wax stronger and more profitable day by day, I am, with regards and best wishes for your success,

Sincerely yours,

DR. W. C. ABBOTT.

Are Newspaper and Magazine Writers Free to Tell the Truth?

If Not, Why Not? And What Can We Do About It?

To face and attempt to answer this question is the purpose of the National Newspaper Conference, which is to be held under the auspices of the extension division of the University of Wisconsin, at Madison, July 29, 30, 31 and August 1.

At one of the sessions of the conference on civic and social center development, at Madison, last October, Livy S. Richard, editor of the Boston Common, presented a startling newswriter's confession under the title, "What the Newspapers Can't Do." This paper started a discussion among the newspaper and magazine men who were present, including William Allen White, editor of the Emporia Gazette; Dante Barton, of the Kansas City Star; Herbert Quick, of Farm and Fireside; Louis F. Post, of the Public; Frank Stockbridge, formerly of the Cincinnati Times-Star; and Charles Holman, of the Dallas Farm and Ranch, which led to the agreement that it would be of practical benefit to newswriters and to the public to have a frank examination of the question which Mr. Richard's paper raised; that the time was ripe for such a conference, and that it could be held under no more appropriate auspices than those of the extension division of the University of Wisconsin, which in so many ways is broadening the conception of a university's service in a democracy.

The suggestion was carried to the university authorities and at once met with favor. It was pointed out, however, that if a formal request for the holding of this

Main Hall, University of Wisconsin, Madison, Wis.

conference were to come from a committee of newspaper men representing the various political views and interests in the state, it would demonstrate that the desire for such a conference is not limited to any class of journalists.

Under the leadership of Col. W. J. Anderson, one of the oldest newspaper men in Wisconsin, there was thereupon formed a state committee, with Gov. Francis E. McGovern as honorary chairman. Associated with him on this committee are the editors of the leading publications of Wisconsin and officers of the State Press Association, including conservative and progressive leaders. Besides this state committee, there were formed local executive and entertainment committees. The aggregate membership of these auxiliary committees is about one hundred, and includes the leaders of practically the whole newspaper and magazine fraternity of the state.

Never has there been shown a more unanimous backing of a state university enterprise.

The plan is to have two papers given by men prominent in American journalism at each of the six main sessions of the conference, these to be followed by open discussion. The full program is not yet ready for announcement, but Melville E. Stone, manager of the Associated Press; William Jennings Bryan, editor of The Commoner; William Allen White, editor of the Emporia Gazette; Fremont Older, editor of the San Francisco Bulletin; Norman Hapgood, editor of Collier's Weekly; and Charles H. Grasty, of the Baltimore Sun, are among

Through Lower Campus, Madison, Wis.

those who have already signified their intention to attend and to participate in this conference.

The question with which the conference is to deal will be analyzed and considered at the various sessions as follows:

Tuesday Morning, July 30—"Is the Newspaper-Reading Public Getting All the Truth It Is Entitled To?"

Tuesday Evening, July 30—"Can the Impartiality of the News-Gathering and News-Supplying Agencies Be Fairly Challenged?"

Wednesday Morning, July 31—"How Is News Service Affected by: 1. The Constantly Increasing Cost of the Newspaper Plant? 2. The Increasing Proportion of Total Newspaper Revenue Derived from the Advertisers? 3. The Non-Journalistic Interests of the Capitalist-Owner."

Wednesday Evening, July 31—"If the Newspaper Is to Play Its Due Part in Social Advance, Can It Be Run as Simply a Business Proposition?"

Thursday Morning, August 1—"Can the Professional Spirit Be Promoted Among Newspaper Men? If So, How?"

Thursday Afternoon, August 1—"Can Commercial Journalism Make Good or Must We Look for the Endowed Newspaper or the Public Newspaper?"

In connection with the conference there will be a very complete historical exhibit of the evolution of the newspaper, in the collection and arrangement of which the curator of the state museum is co-operating with the university department of journalism.

The meeting has been timed to fit into the average newspaper man's vacation and its recreational and entertainment features will be worthy the reputation Madison enjoys as a summer gathering place. Moreover, Wisconsin is a park of woods, trout streams, and bass lakes, and it is planned to work out convenient two-day, five-day and ten-day outings for those who care to take them after the conference.

Along with these developments there are very encouraging tendencies. Never was the personal character of newspaper men so high; never did so many of them work under a deep sense of responsibility. Professional pride and professional ideals are gaining strength among newspaper men. The founding of courses in journalism in various universities, notably the establishment of the school of journalism in Columbia University on the Pulitzer foundation, marks the tendency among news-

paper men which the holding of this conference aims to promote.

The attitude of the University of Wisconsin toward the newspaper is expressed in the words of President Van Hise at the formal launching of the enterprise, "The educational work which newspapers and magazines are doing in this country is enormous That the great forces of journalism are aiming to attain an even higher standard in the future than they have in the past is most hopeful. If the full power of the press is brought into service along the highest lines, the movement for a strong yet self-restrained democracy will gain great impetus."

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Co-Operating in Hospitality

By L. B. Folsom

Preparations for the convention of the International Association of Photo-Engravers in Boston, June 10, 11 and 12 are far advanced, and the committees in charge are working harmoniously. This is not to be wondered at, when the history of the Boston Association of Photo-Engravers, who will be the hosts of the convention, is understood. For certainly no organization has more clearly exemplified the idea of cooperation among rivals for business than has this 15-year-old Boston organization.

Though the members of the Boston Association are affiliated today with a larger local body (the Boston Typothetae Board of Trade, made up of printers, engravers, electrotypers, paper dealers and binders of books and of pamphlets), the Boston photo-engravers have always maintained a separate organization for their common benefit; and, in time of emergency, this organization has brought its members into close and friendly relations and shoulder-to-shoulder activity.

In the early days, monthly meetings were the rule. During the past four or five years weekly luncheons have been held with most commendable regularity.

At such a gathering was made the photograph that is shown here. All the members of the Boston organization but three were present at that luncheon, which was for the purpose of talking over convention plans and listening to the reports of committees which have been at work for some weeks.

If you were to ask one of this group what the motto of the organization has always been, the chances are he would say, "Each for all and all for each," or something to that effect, although no formal motto was ever adopted. Undoubtedly the history of the organization would justify the adoption of such a motto.

Members of Boston Association of Photo-Engravers Break Bread Together—Behold How Good a Thing it Is for Workmen to Dwell Together in Unity

The members have stood together through thick and thin. When some member of the organization has had hard sledding the others have helped. All have joined to eradicate trade abuses, and some of the most flagrant abuses have been completely done away with. Protection to all from cut-throat competition has been secured through making the fight against ruinous competition a common cause.

The entire membership stood together through two strikes and won a contest which was carried into the courts. In other ways these Boston men have found it to their mutual advantage to work on a broad-gauge, co-operative plan.

What they have done, and how they have done it, will be clearly explained at the national convention; and visiting clubs, who have not yet learned what co-operation will do, and how to take steps the Boston men have taken, will be well repaid for coming to the convention and mingling with the Boston men.

And it is extremely doubtful that any further proof of the co-operative spirit will be needed than the program that the Boston men have outlined for their visiting brothers and friends in June. Just as the foundation of the co-operative work was good-fellowship, so the foundation of the good time at the convention will be hospitality.

But it is impossible to hold a convention in the "Modern Athens" and keep educational advantages in the background. So in preparation, as it were, for this phase of the convention the Boston men have held, in the past

year, a series of monthly meetings at which topics of educational value have been discussed. To these meetings every engraver in New England has been invited, and many have availed themselves of the opportunity to attend. Much that has been developed at these meetings will be made use of in the national program.

The interest and activity of the Boston Association in the national organization has been manifested in many ways and on many occasions. Ward M. Tenney took an active part in the preliminary work which resulted in the national convention held at Buffalo in 1897. He was its first president.

The name "National" was later on changed to "International" to include Canada, whence the title International Association of Photo-Engravers, of which organization Boston has also furnished a president. Boston has always been well represented at all annual conventions, and on several occasions by 100 per cent organization.

In interest, in activity, in policy, and in management of the affairs of the international body, Boston stands unrivalled; therefore the logical place for the sixteenth annual convention.

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Honesty in Advertising—The Best Policy

From The Dawson County Review, Glendive, Montana, James A. Metcalf, Owner and Editor

Honesty in advertising is a prime essential to business success. Trickery in trade may succeed for a season, but it is sooner or later doomed to ignominious failure. These are "truisms," but they are true.

There are few concerns that have the hardihood to use newspaper space for dishonest advertising campaigns, but the mails are flooded with circular advertising that carries countless catch-penny devices, baseless representations and impossible propositions of every sort.

The reason for the latter class of business seeking the personally-addressed circular as a means for reaching and roping in its victims is obvious: Every self-respecting newspaper carefully scans the character of the business that comes to its advertising columns. It must do this as a matter of self-protection, if not for the sake of safeguarding its readers. Once in a while the newspaper gets "taken in," but not often.

At least there's no excuse for such gullibility, which usually succumbs to the publicity "bunk" which comes masked in the guise of "foreign advertising." Realizing the difficulty of scanning every such proposition received by mail, The Review long ago determined to place its foreign advertising in the hands of one responsible agency, namely, the American Press Association, whose fortunes

have been linked with those of the general publishing interests of the country for nearly half a century.

The American Press Association maintains a high-salaried staff of advertising experts, whose duty it is to scan every proposition presented. If it is meritorious, it is scheduled for the "American Press List," which is admittedly the cleanest and best and most representative list of advertising mediums in the world. Thus The Dawson County Review protects its readers from impositions of unscrupulous concerns which seek, through almost priceless publicity, to foist some worthless article upon the long-suffering public.

This comment is all inspired by a concurrent product of the mails, which illustrates in a striking manner the truth and relevancy of the foregoing observations.

Under date of March 28 this office received a letter (or rather printed circular, cleverly intended to represent a typewritten letter) from a Cleveland paint and varnish company, worded as follows:

"Dear Sir: We are advised by the railway company that we have a barrel of (naming their product) refused at nearby station. Believing that you can use this shipment and being very anxious to dispose of the same, thereby avoiding the accumulation of storage charges and the expense of reshipping, we will make you a very liberal offer to accept same; and even if you cannot use this shipment at once, we will allow you Nov. 1, 1912, dating on same, or a discount of 3 per cent if paid on or before June 1."

Accompanying the circular is a piece of wire screening, which has presumably been doped with this paint, to show how good it is.

And it must be "good" if that "barrel" has been lying at "a nearby station" since the first time its existence was mentioned to me, for I received, from this same concern, identically the same letter two years ago, and again a year ago, and I don't know but three years ago. I don't believe a word or a line of it has been changed, except the date.

I am interested to know which "nearby station" is referred to—whether it is Wibaux, or Fallon, or Miles City or Conlin. It cannot be Savage, for Savage didn't have the railroad a year ago; and Sidney is likewise relieved of responsibility for possessing a "dead beat," who would be so devoid of conscience as to leave this "barrel" standing for two years, with the Cleveland concern heartbroken over failure to collect and with storage charges still "accumulating," for Sidney is just now awaiting the early arrival of its first railroad.

Is not the transparent fake that clothes this circular as obvious as the nose on your face? The intention, very apparently, is to induce the penny-wise and pound-foolish purchaser, who perhaps has no immediate use for it soon and can "save something" through this plausible offer, to place an order for it at once? Then it will be shipped, of course, though the "nearby station" from which it moves will unquestionably be a Cleveland, Ohio, warehouse, which is admittedly "near by" in the sense that it is on this side of the big pond.

Now, there may be all sorts of merit in this company's paint. I never used any of it, and I don't know. Two years ago, if I remember rightly, I asked a painter what he knew about it, and he said he had heard of it—possibly through a similar circular some time. But this company unquestionably weakens its selling force by resorting to such methods to secure a market. Their policy is bound to react in time. And it would seem that they must have in their employ a very slothful and very unwise sales manager, who would allow his last year's circular to be exactly duplicated this year, even though it had no reactionary "dynamite" wrapped up in it.

But no matter what the virtue of the article, the sales methods back of it would condemn it in the mind of the intelligent consumer. Honesty is surely the best policy in advertising, as it is in every other line of activity.

But the most pertinent lesson issuing from this incident is that which comes to the consumer: Shun this circular advertising of doubtful authenticity. Pin your faith to the business concerns, foreign and domestic, which court closest investigation of their products and business methods by meeting you in the open, in the columns of your home paper. And nine times out of ten you will be money ahead.

JAMES A. METCALF.

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Printing and the Cost System in San Francisco and on the Pacific Coast

From Address Delivered at Second Pacific Coast Cost Congress, Los Angeles, California, by Edward DeWitt Taylor of San Francisco.

CALIFORNIA occupies seventh place among the states of our country from a printing standpoint. New York ranks first, Illinois second, Pennsylvania third, Missouri fourth, Massachusetts fifth, Ohio sixth. San Francisco ranks sixth among the printing cities of the United States. New York is first, Chicago second, Philadelphia third, St. Louis fourth, Boston fifth. In San Francisco the combined printing and publishing industry holds first rank, the value of its products being in excess of $10,000,000.

In the printing, lithographing and bookbinding industry, exclusive of the publishing branch of the business, we have invested over $5,000,000; we pay out annually over $3,000,000 in wages and salaries, $2,000,000 for materials and about $1,000,000 for miscellaneous expenses, and the value of our products is about $6,500,000.

In none of these statistics have I considered the paper houses or ink houses, which have several millions invested in our city. The printing industry in San Francisco gives employment to about 3,500 persons. This wage paid our employes is from 20 to 50 per cent in excess of that paid to printing shop employes in most other cities of our country.

The average wage in the United States for bookbinders is 34 cents per hour. We pay 50 cents.

For pressmen the average wage is 26 cents. We pay 50 cents.

For compositors the average wage is 26 cents. We pay 50 cents.

For press feeders the average wage is 21 cents. We pay 34 cents.

For linotypers the average wage is 47 cents. We pay 65 cents.

I give these figures to you at length because I wish you to realize the large and important factor that we, as master printers, occupy in our several communities, and the power for good we possess if we will but act unitedly. When we reflect that within a brief period a printer with a real cost system was a curiosity, and that now, up and down the Pacific Coast, and East and West, the whole country is being inundated with a veritable tidal wave of cost systems, I tell you it makes me proud to see you here before me, engaged in this necessary and vital work. Don't be afraid of losing customers because the cost sys-

tem will show up weak spots that need remedying, for I will state here a fundamental truth:

> "That price has but little effect upon the quantity of printing done, although it has a mighty big effect upon your own financial resources, and you can never know what the price should be until you find what the cost is, and you will never know the cost unless you install a proper system."

The printer who pastes this in his hat will never be afraid to meet the sheriff, for he will not call except on a friendly visit.

I feel I am stating the truth when I say that San Francisco is the best organized city, as far as our own particular trade associations go, that there is on the Pacific Coast. The Franklin Printing Trades Association has thirty members, representing eighty per cent of the capital invested; the Bookbinders' Association, forty members, a one hundred per cent association; the Lithographers, twelve members, all there are; the Trade Linotypers, twelve members, all there are, and each of these four organizations, while maintaining a separate entity, is closely affiliated with the other. They have a secretary in common, Mr. J. D. Roantree, and he has the necessary assistants to take care of the business. He is the right man in the right place. I will now give you a brief history of things actually accomplished.

I shall refer to the cost system used in San Francisco first of all, as this is by far the most important work the Franklin Printing Trades Association has accomplished. About a year and a half ago I proposed at one of our meetings that the best thing that could be done would be the installation of a cost system, and more than that, that this system should be the same in all our plants, as tending toward standardization of methods and uniformity of practice. The idea was voted a good one, but the carrying out of it successfully seemed almost a herculean or impossible task. So, when I was appointed chairman of the cost committee of two members, I had no competitors for the honor. The determination of which was the best system to recommend came first, and after eight weeks of correspondence, and the writing of upwards of a hundred letters, I became personally convinced that those using the Denham methods were by far the most satisfied with results, and this system was recommended and adopted. Then, and not until then, I opened negotiations with the Denham people. The upshot was that I made favorable terms, based on securing sufficient contracts to aggregate five thousand dollars or more in total. Armed with a pocket full of contracts, letters of recommendation and other documents, I made my first attempt as a cost system salesman—and got turned down. But I kept on, for I knew I was right, until finally, after devoting half of each day for three months to the task, during the latter part of which I received valuable help from my fellow committeeman, Mr. Carlysle, I arose at one of our meetings and announced that contracts to the amount of $5,850 had been signed, and that we were to be Denhamized forthwith. There are now sixty plants in San Francisco and vicinity operating under this system, including the State Printing Office, and results are more than satisfactory. I have no criticism to make of other cost systems, and, indeed, nothing but praise for them, but I do feel that we in San Francisco have the best there is, for two reasons: One is that Mr. J. Foster Denham is located here permanently, and so his valuable and expert advice is always to be had and, secondly, because I believe his method of distributing the overhead on the basis of chargeable hours, as against the percentage method, is the more equitable The acid test of any method of overhead distribution, to my mind, is this: Is the method such that a bindery (or other department) operated in conjunction with a printing office, will show the same approximate cost as a bindery (or other department) operated independently? It will under Denham; it does not under other systems. Other systems put additional taxes on the composing room and pressroom, so that a bindery operated in conjunction with them shows a lower cost than one operated independently, whereas, one would naturally expect quite the reverse. I leave this matter with you for reflection.

The Franklin Printing Trades Association in San Francisco operates credit and collection bureaus, and many a dead one has been brought to life, and made to pay up, as a result. The regular fees of the collection agencies are charged, but prompter and better results are obtained, and we don't have to re-collect from the collector, either. In labor matters we are getting along in fair harmony, the executive committee having been able to settle any minor difficulties without drastic measures. I will, however, give you one instance as illustrating the strength of our organization.

A dispute came up between the feeders in certain houses in San Francisco and their employers, and although we have a contract with these feeders, they nevertheless walked out and refused to arbitrate as the contract provided. We therefore served notice on them that unless they went back to work at eight o'clock a. m. of a certain day that they would be locked out in all the offices of the Franklin Printing Trades Association. The feeders paid no attention to this notice, so when they reported to work on the morning in question they found there was no work for them, and about 250 of these men were temporarily without employment. After they were out a few days work slackened and compositors and pressmen were necessarily laid off, so that many additional men were affected. These elements took a hand in the controversy and got the feeders to abide by the contract we had with them, with the result that they went back to work, and the differences were arbitrated. It is one of the few cases I know of personally where an association of master printers has taken a stand of this kind and stuck to it to a man, and won out. It shows what organization will do.

Our association, by the way, is one that is very difficult for a man to get out of. We make it as easy as possible for him to get in, but after he is in, matters are so arranged that it is a very expensive proposition to withdraw, and I will say this, we haven't had any one withdraw so far. The majority rules, and what the majority decides, binds all.

Now then, as to the comparative figures of our cost on hand work, operation of machines, etc., I want to say in a preliminary way that, owing to the fact that we have more than one kind of cost system installed in the different plants in our several cities, it will be a difficult thing for this congress to make anything like a proper comparison. The reason is that the distribution of the overhead in one system is different from the distribution of the overhead in another, as I previously explained, so that the bindery work in one system will be lower and the composition and cylinder work higher, and in the other, vice versa. However, the average cost in San Francisco for a period of over a year under the Denham system is as follows:

Hand composition	$1.50
Linotype	2.00
Cylinder press work	2.00
Platen press work	1.00
Cutting machine	1.25

Folding machine	1.25
Ruling machine	1.25
Hand finishing	1.10
Girls' machine work	.85
Girls' hand work	.60

In regard to price, I will say this: Since the cost system has been installed, prices have gone up about 25 per cent. I fancy it has curtailed the output of printing to some extent. I think that the installing of the cost system and the cost agitation generally has served perhaps in some degree to limit the volume of printing all over the country, because in conversation recently with a very bright and intelligent man from the East, who is in close touch with all the Eastern printing trades interests, it was stated that this is the case. For instance, a firm instead of printing a new catalogue this year, would probably let it go over for another year, using the old book longer. However, the printing business all over the country is in somewhat of a depressed condition, and you will find a great deal of idle machinery everywhere, and it is this idle machinery which induces the printer and binder to make lower prices than he should. One-quarter of the total equipment could be destroyed with profit to all concerned.

In San Francisco we have a committee on composition which is endeavoring to get some uniform system of handling it, and after considerable investigation this committee thought it advisable to prepare a scale based on the square inch rate, with which you gentlemen are all doubtless familiar. The scheme originated in St. Louis, and has been successfully operated there. We took hold of it and prepared a schedule of figures, based on accurate records of actual jobs. All the examples we used were completed in shops with the Denham cost system. That cost, plus an agreed percentage of profit, we compared with the square inch rate, which gave us a very accurate basis for the scale, as we have it prepared, and it has been found in practice to be quite correct. We hope some day the selling of printing can be standardized along this line all over the United States. As far as I can see at the present time, the road leads but in one direction, that is, to get some basic unit on which to measure composition. I see no other way to do it except by classifying the different kinds of work and making a price on the individual unit, the square inch, for that class of work.

Finally let me say that San Francisco has an active organization, composed of men of high ideals, and actuated by sincere purposes. We of that city extend at all times the hand of good fellowship, but particularly do we hope to see you there in 1915. We want to see you all. We think you are coming and we need you. We have the big show, gentlemen, the Panama-Pacific International Exposition, and we want you to come and enjoy it with us.

Let me conclude by thanking the Los Angeles Association here, on behalf of the San Francisco delegation, for the energetic way in which they have handled this cost congress, and the efficient and splendidly systematic manner in which they have gone about things. I think it is one of the best administered affairs I have ever attended. I was hoping I would be able to tell you this after luncheon, but no, this desultory and somewhat disjointed talk had to go in on schedule time. I will say this, however, that I have been down here in Los Angeles before, and it is one of the most hospitable towns I have ever been in, and both the San Francisco delegation and myself wish to convey the deep appreciation we feel at our cordial reception. We shall always look back with pleasurable remembrances to our visit to Los Angeles. Thank you, gentlemen.

Why Every Printer Needs a Cost System

In his able address at the Illinois cost congress in Peoria, Mr. E. R. Britt of St. Louis, added to the effectiveness of his address, secured greater attention and left a more lasting impression by using the ten letters in the words "Cost System" as standing for the different reasons for the need of the system:

C—Courage
O—Orderliness
S—Service
T—Training
S—System
Y—Yourself
S—Security
T—Time
E—Energy
M—Money

He illustrated how a cost system secured, or took care of, all these desirable factors, enlarging on each in a most instructive and practical manner. Under the heading of "Training," he said that one could not be greater in business than in ideas. He showed how the cost system took into account oneself in figuring the cost of the work and the charges to be made, or the right rewards to be demanded therefor.

He showed how time is the most exacting element in printing—not only the time necessary to be employed on each job, the chargeable and non-chargeable time, but the time that the work is promised, and that should be provided for without fail. The accurately kept cost system affords not only a record, but is a constant promoter of energy and a spur to industry.

Money is the legitimate and worthy end to labor that there may be funds provided to meet all the demands of the business, and to provide against losses and for replacement, as well as for the printers' own family and for old age, when the years of work have been completed,—"And the doors shall be shut in the streets (of labor and commerce); when the sound of the grinding is low . . . and the grasshopper shall be a burden . . . Or ever the silver cord be loosed or the golden bowl be broken or the pitcher be broken at the fountain, or the wheel broken at the cistern."

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PORTLAND AD CLUB

The week beginning April 15 was a very busy one for the Portland (Ore.) Ad Club. Monday evening the Inner Circle met and were given some serious things regarding ad construction to think about by A. R. Ball, resident agent of the American Type Foundry, and W. C. Duniway, foreman of the Evening Telegram.

Tuesday evening the club tendered a banquet to Mr. Hugh Chalmers. Over three hundred came to see and hear the wizard of the auto world. Mr. Chalmers in his speech dwelt on the problems of advertising and salesmanship. Those who attended felt thoroughly "Chalmerized" after the dinner epigrams given them by Mr. Chalmers.

Wednesday noon the Ad Club held its regular weekly luncheon and were addressed by Frank A. Moore, first associated justice, supreme court of Oregon, Wen W. Olcott, secretary of state of Oregon, and Guy C. H. Corliss, ex-judge supreme court of North Dakota. They all spoke of the relations of law and business.

Wednesday night the club held its first ladies' night and in their honor gave a dance and 500 party in the ball rooms of the new Hotel Multnomah, over 600 people being present.

REVIEW OF JOB PRINTING

Address all communications to National Printer-Journalist, 4618 W. Ravenswood Park, Chicago, Ill.

ERIC GUSTAFSON, Albert City, Iowa, forwards a number of commercial specimens for review, which can best be described as ordinary. However, Mr. Gustafson is an enthusiast and means to make progress. The style of display adopted is that of a beginner, but we, at least, commend the spirit which impels our friend to strive for better results. He cannot do better than continue to study the trade journals and the work of others in order to learn effective selection of material and proper arrangement of type matter. His specimens are almost entirely confined to one somewhat out-of-date type face. The B. A. Patterson letterhead and heading for E. Carlson Co. are the best specimens of composition.

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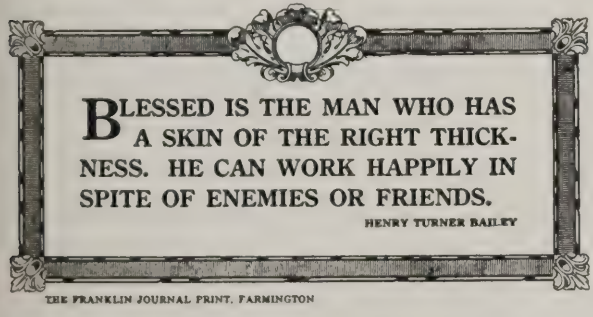
Clarence A. Merrill, at present with the newly established Franklin Journal Print, Farmington, Me., continues to design and print in his usual


BLESSED IS THE MAN WHO HAS A SKIN OF THE RIGHT THICKNESS. HE CAN WORK HAPPILY IN SPITE OF ENEMIES OR FRIENDS.
HENRY TURNER BAILEY
THE FRANKLIN JOURNAL PRINT, FARMINGTON

excellent style, as shown in the accompanying card recently received from this wide-awake young typographer.

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The announcement of the North Shore School of Music, Chicago, is excellent, with the exception of occasionally unnecessary letter-spacing. The presswork is all that could be desired. No imprint appears on the booklet.

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R. Hoe & Co., New York, issue an exceptionally fine twelve-page catalogue, printed in black and light brown, illustrating and describing the Hoe rotary art press, designed for long runs of high-grade periodical, magazine, book and job printing. The presswork is the most commendable feature of the booklet, while the cover is of novel design.

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We now have on hand ready for distribution a number of choice specimens of printing received from all sections of the United States, which we are prepared to send to those desirous of securing same. All we ask is that you inclose twenty-five cents in stamps to cover postage and that you address all communications to L. H. McNeil, 400 Washington street, Findlay, Ohio.

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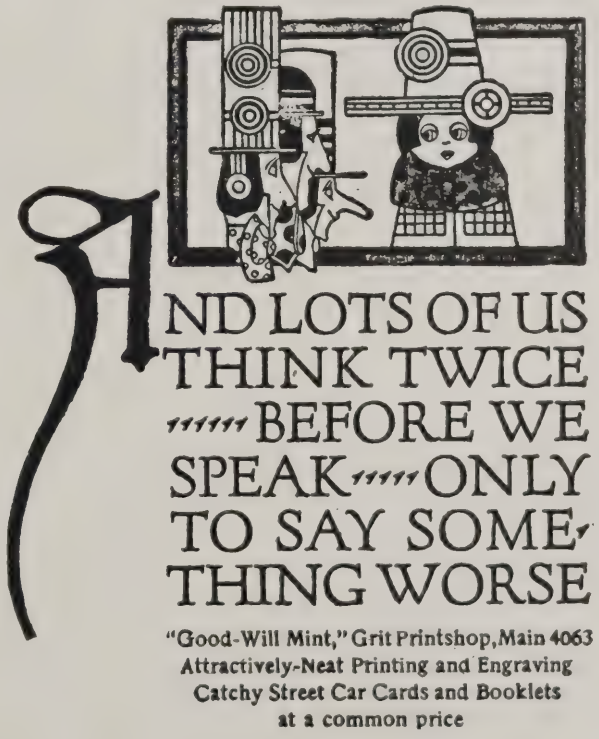
From a handsome and dignified announcement received from Henry A. Anger, Seattle, Wash., we learn that after being associated for five years with the Ivy Press of that city, he and Henry O. Simpson, have engaged in business on their own account,


AND LOTS OF US THINK TWICE BEFORE WE SPEAK ONLY TO SAY SOMETHING WORSE
"Good-Will Mint," Grit Printshop, Main 4063
Attractively-Neat Printing and Engraving
Catchy Street Car Cards and Booklets
at a common price

styling their shop the Grit Print Shop, the Good-Will Mint. Mr. Angers' work is as well and favorably known as that of any other typographer in the West, and his success is assured. We are showing a motto card from the newly established house of ideas.

Several weeks ago the writer was given a reprint copy of a title page for a club booklet, with instructions to improve same, if possible. I arranged same along more up-to-date lines, and present both original copy and resetting, without comment. The writer will be pleased to receive specimens for resetting, and will show same in future issues in the order in which requests were made. All specimens intended for resetting should be addressed to the editor of this department, and should be accompanied by letter, and plainly marked, so as to be distinguished from specimens intended for review only.

The Discoverers' Club Calendar.

British Isles

1911-1912

Sessions alternate Friday afternoons at three-thirty o'clock

Findlay, Ohio.

Original Specimen

THE
DISCOVERERS CLUB
CALENDAR

1912-1913

BRITISH ISLES

SESSIONS ALTERNATE FRIDAY AFTERNOONS
AT THREE-THIRTY O'CLOCK
FINDLAY, OHIO

Reset Specimen

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Readers of this department will be pleased to learn that L. S. Langley will engage in the printing and advertising business again at Marion, Ohio, after a three years' absence from that city. We wish him abundant success in his venture, and with his many accomplishments and an acquaintance extending throughout Ohio, to aid him, there is every likelihood of his obtaining the success he deserves. Mr. Langley reports business excellent.

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Perhaps the most pretentious catalogue of type and printers' machinery and supplies ever issued is the "Big Red Book" now being circulated among printers by the American Type Founders. Every page is an inspiration to printers to strive for better things in the way of correct type arrangement, as there is a wealth of ideas between the covers of this truly wonderful book. Many new type faces and decorative material is shown in practical forms.

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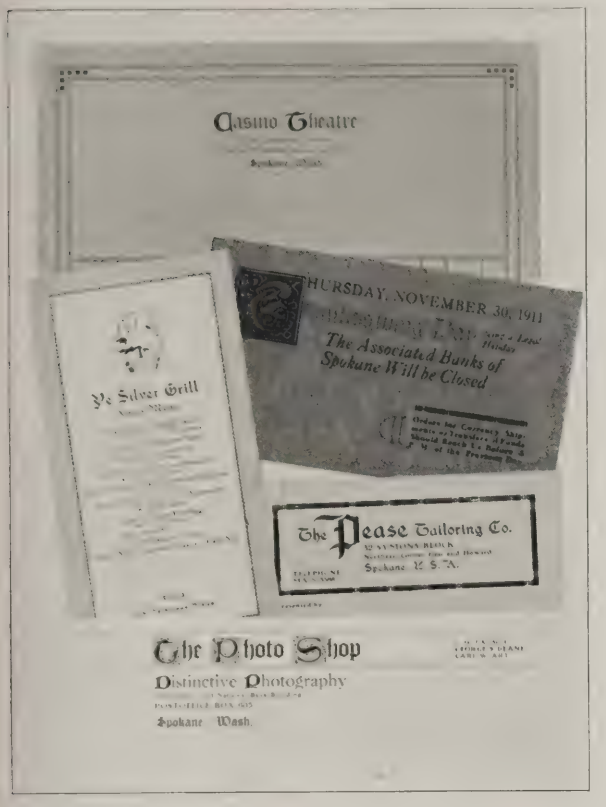
"Fertile Lands in Colorado" is the title of an interesting booklet of one hundred pages, issued by the Denver & Rio Grande Railroad, from the press of Carson Harper Co., Denver. The booklet is a concise description of the agricultural, horticultural and grazing lands located on the line of the D. & R. G. in Colorado and New Mexico. The mechanical work of the booklet is up to the standard maintained by the Carson Harper Press.

Stutes, Spokane, favors us with a liberal collection of his excellent specimens of work. There seems to be an individuality stamped on the work of his shop that enables us to tell at a glance where it comes from without looking for other means of identification. As an originator of unique and pleasing ideas in color work, Mr. Stutes probably



has few equals, certainly few superiors, in the United States. The effectiveness and harmony of colors, tints, etc., has been evidently reduced to a science in his hands. We are pleased to show a grouping of his recent work.

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Beautifully printed post cards in the four color halftone process are used by the Northern Pacific Railroad, showing their excellent equipment and scenes of interest along the Burlington Route.

\+ + +

The Northern Pacific Railroad issues a beautifully printed sixteen-page booklet, announcing the sixteenth annual Rose Festival at Portland, Ore., June 10-15. The booklet is devoted to points of interest in and about Portland. The halftone views are printed in dark photo brown, each page being surrounded with a handsome border design in a buff tint. The work is of especial interest to those intending visiting the Rose City during this annual carnival. The arrangement of the booklet and execution of same reflects much credit upon those responsible for same. The striking feature of the specimen is naturally the cover, showing a cluster of roses in natural colors. The title page shows a reproduction of the Rose Festival poster, which, in itself is a beautiful design.

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P. H. Lorentz, a young and progressive typographer of Buchannon, W. Va., sends several specimens for review; the most novel and attractive is a program of dances for an Easter ball, the cover of which is shown herewith, the reading matter at the top being printed in dark green and light green tint and tipped inside a gold border. Other specimens are well designed and well printed, colors of ink and

stock being well selected. We congratulate Mr. Lorentz on his success and hope to receive samples regularly.

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Mr. E. L. Wheeler, editor of the Waitsburg (Wash.) Times, sends a bill heading for review, with the request that "we select the color of paper as being the nearest correct to give the best appearance, and criticism of the general arrangement." The choice of colors is one of personal taste. We prefer the light blue rather than the light green or the golden rod, as the former harmonizes with the marine blue ink in which the heading is printed. A two-color cut of an apple is printed in tints, over which the type matter is printed and embossed with what is called the "New Process" embossing. The general arrangement of the heading is excellent, being aided by careful presswork.

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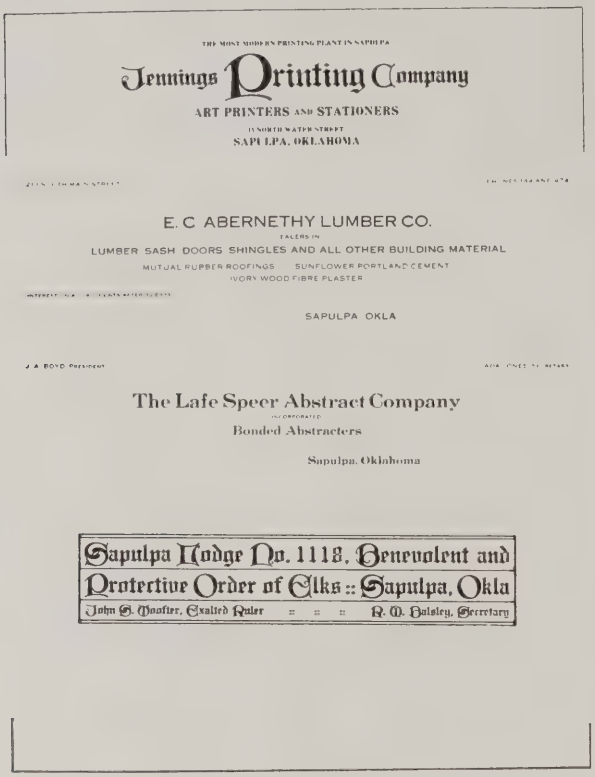
We find much to commend and little to criticise in a parcel of letter heads received from C. W.

Harmony, Sapulpa, Okla. The headings, which were designed to imitate litho work, are especially well handled as regards proper spacing and selection of the proper lines for display. If the idea was to imitate the work of the lithographer, he has been very successful. We are showing several samples


THE MOST MODERN PRINTING PLANT IN SAPULPA
Jennings Printing Company
ART PRINTERS AND STATIONERS
SAPULPA, OKLAHOMA
E. C ABERNETHY LUMBER CO.
LUMBER SASH DOORS SHINGLES AND ALL OTHER BUILDING MATERIAL
MUTUAL RUBBER ROOFINGS SUNFLOWER PORTLAND CEMENT
IVORY WOOD FIBRE PLASTER
SAPULPA OKLA
The Lafe Speer Abstract Company
Bonded Abstracters
Sapulpa, Oklahoma
Sapulpa Lodge No. 1118, Benevolent and
Protective Order of Elks :: Sapulpa, Okla
John S. Hoofer, Exalted Ruler
R. O. Baisley, Secretary

of Mr. Harmony's work, and congratulate the Jennings Printing Co. on having in their employ such a competent workman. We hope to receive more specimens from this source.

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The writer recently had an experience which convinced him that there is nothing more annoying to the printer who considers himself the possessor of at least average sense and judgment, than to have a customer sit down and instruct him how every line of a certain job or jobs should be set—just the description of type and, usually, with no regard for, or knowledge of, style or typographical custom. The sensible patron who has any faith in his printer, will leave all technical matters to his judgment; and in nine cases out of ten will be the gainer thereby, for the careful workman is ever anxious to please, and will strive, if left to himself, and where occasion offers, to present new and pleasing features in his work that one unacquainted with the art would never think of. It is expected that the patron will select his own stock, and decide as to size and like particulars. But, aside from these details, the judgment is unnecessary until the type is set.

While it is the ambition of every employer and employe to have their work as artistic as possible, it is also necessary for every printer who hopes to be successful financially to carefully calculate to make a reasonable profit on every job he turns out. This must not be guess work, but positive knowledge. The cost of every item entering into the job must be closely scanned, and then the work must be dispatched as soon as possible. Competition in the way of cutting prices below living rates will end in ruin. Put your prices to the public so that this end can be averted, and do not seek to reach the result by employing cheap compositors or pressmen. A few more dollars on a job to the public is but little individually, but to you collectively is a good deal. The printer who, in his eagerness to get a job below cost, injures himself and every member of the craft, and if this course is persisted in, bankruptcy must follow.

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JOURNALISTIC SOCIETY HOLDS FIRST CONVENTION

Delegates From Twelve Chapters of Sigma Delta Chi Meet at De Pauw University

Greencastle, Ind.—The first annual convention of the honorary journalistic fraternity, Sigma Delta Chi, met here April 26 and 27. Delegates representing ten universities were present. The fraternity now has chapters, composed of students in journalism in the following institutions: De Pauw University, University of Kansas, University of Michigan, Denver University, University of Virginia, University of Washington, Purdue University, Ohio State University, University of Wisconsin, Iowa State University, and the University of Illinois. The charter was also granted to a chapter at the University of Pennsylvania.

Governor Chase Osborn of Michigan was elected honorary president of the fraternity.

The next annual convention will be held at the University of Wisconsin, May 2 and 3, 1913.

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THE TICKET THAT BROUGHT ACTION

Inspired by the recent action of the Pittsburgh Industrial Development Commission local printers, publishers and paper jobbers are working together to keep Pittsburgh's printing orders at home. Among the leaders in this campaign is the Alling & Cory Company, paper jobbers. This firm is sending out an attractive folder which calls attention to the matter of "Boosting in Earnest Versus Hot Air." It is declared that "if Pittsburgh will place all her printing at home her printers will lead the country in quality, proportionate volume of business and low prices." The folder is offered as "a Pittsburgh job, written and designed by a Pittsburgh advertising firm, plates made by a Pittsburgh engraver, the printing executed by a Pittsburgh printer and Pittsburgh paper is used."

Thirty-five hundred copies of the folder have been mailed to the trade and patrons of printing houses throughout the Pittsburgh district. Each month a new folder will be sent out.

A Wonderful Trip in a Wonderful Land

Editors to be the Guests of the State

IN centuries past, it used to be said "see Rome and die." The editors of the National Press Association are, this year, to change this to "see South Dakota and live." To witness the wonders, beauties and, more especially, the enterprise and growth of that vigorous young state, is not only soul satisfying but inspires a desire for longer life and time for higher accomplishment.

President Dowdell, and that most efficient member of the executive committee, George Schlosser, have all plans perfected; and that splendid daily, the Argus Leader of Sioux Falls, makes a first page story as to the same in its issue of May 18 as follows:

George Schlosser, one of the members of the executive committee of the National Press Association, has just returned from Chicago where he attended a meeting of that body. At this meeting the final arrangements for the trip for the National Press Association were completed and O. K.'d. The trip will cover the southern portion of the state in the shape of a figure eight. The quill pushers will be taken over a big share of the state and will visit most of the cities of any consequence. They will be taken over the line of the Chicago and Northwestern, the Chicago, Milwaukee and St. Paul, the Minneapolis and St. Louis, the South Dakota Central and the Burlington system in the Black Hills country.

The special train will be equipped by the Pullman Company and will consist of the best that that company can afford. It will be the finest train that ever toured South Dakota.

The entire party of editors will become the guests of South Dakota and the various cities which will be visited from the minute they cross the state line.

Following is the itinerary for the stay of the excursionists and the program as prepared by the different cities which will be visited:

Special to leave Chicago in the early evening, July 27, arriving in Sioux Falls on the forenoon of the 28th, the entire party to become the guests of the city of Sioux Falls until midnight.

Watertown will be reached on the early morning of June 29. Here the party will be the guests of the city for breakfast, and numerous other courtesies. It is possible that the breakfast may be served on the state militia camp grounds, located on the banks of beautiful Lake Kampeska.

Aberdeen will be reached in time for dinner on the same day and the citizens will provide some side entertainment.

Huron will be reached on the early evening of the same day, where the party will be entertained for supper, and an evening of amusement provided by the citizens.

Pierre will be reached on the morning of June 30, Sunday, and the party will be entertained by breakfast here, and after inspecting the state building, and other points of interest, as may be consistent with the day, will proceed to the Hills country. It may be provided that a visit can be taken to the famous buffalo ranch, located only a few miles from this point. Boats will be provided to convey the party to the ranch, offering a splendid boat ride on the Missouri river.

Hot Springs will be reached during the night. The party will become the guests of the city on Monday morning, July 1. The program for Hot Springs will embrace all the historic points of interest, including baths in the mammoth plunge recognized as one of the greatest features of that kind in America today. A trip will also be made to the famous wind cave, the national sanitarium and numerous points of interest. The time, you may depend upon it, will be well occupied in this beautiful summer resort.

Deadwood will be the next point of interest, and the party will reach that city either late in the evening of July 1, or early the following morning.

Lead City will be the next point, on July 2. It will be well to remember that Lead City is the home of one of the largest, if not the largest gold producing mines in the world. There is annually several million dollars taken from the bowels of the earth in this vicinity, and it will be a matter of great interest to everybody to visit these mines.

The famous trip through Spearfish canyon is included in the itinerary, but it cannot be stated at this time whether it will be taken before or after reaching the historic city of Deadwood.

On the return trip the party will be entertained at Rapid City, Tuesday evening, July 2. It is now planned to leave Rapid City in time to pass through the famous bad lands before the shades of night overtake the party.

Chamberlain will entertain the entire party on Wednesday morning, July 3.

Mitchell will entertain on Wednesday, July 3, at noon, and dinner will be served in the wonderful corn palace building and many other courtesies will be extended.

Yankton will be given an opportunity on the same day to extend some courtesies.

Sioux City will be reached on the evening of July 3, and it is now planned to return the party to Chicago in time for breakfast on the morning of July 4.

The train may be scheduled to run to Ruskin Park, one of the beauty spots of South Dakota, where you will find all the comforts of the fashionable summer resorts in America, all of which is the property of our distinguished president, R. E. Dowdell. The courtesies of this park have been extended to the association by Mr. Dowdell, and I am able to say that there are something like a half hundred modern and modest cottages, equipped with an amusement pavilion and an assembly hall that is unequalled by any resort in the country. Many of these buildings were purchased at the St. Louis Exposition and moved to these grounds and reconstructed so that those of you who may have been guests at the St. Louis Exposition will probably recognize some of the buildings when you come to visit this park, should the itinerary be so changed so to take this feature of the program in.

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PROGRAM OF ENTERTAINMENT IN CHICAGO

Mr. B. B. Herbert, Editor, National Printer-Journalist, Dear Father Herbert:

The following has been decided upon as the official program of entertainment for the coming meeting of the National Press Association of America, Chicago, June 24, 25, 26 and 27:

Monday, June 24.

8:00 p. m.—The association will be the guests of the supply houses of Chicago, at a theater party.

Tuesday, June 25

9:30 a. m.—The ladies of the association will be the guests of Marshall Field & Co., where they will be shown through the store.

11:30 a. m.—The association will be the guests of Armour & Co., Swift & Co., and Libby, McNeill & Libby, at a luncheon in the College Inn, Hotel Sherman.

After luncheon the entire party will be taken in a special train to the packing houses.

3:00 p. m.—The party will go from the Stock Yards, by special train, to the White Sox-St. Louis ball game, as the guests of Mr. Chas. A. Comiskey, manager, Chicago American League Base Ball club.

7:30 p. m.—Boat ride, guests of the Chicago Association of Commerce.

Wednesday, June 26

1:00 p. m.—The association are invited to be the guests of the Selig-Polyscope Co., where they will be shown everything pertaining to the art of making moving pictures. Also the association will have their pictures taken in various scenes, which will later be released in the different cities which they represent.

In the evening a visit will be made to Riverview Park.

Thursday, June 27

10:00 a. m.—For the ladies only. Reception and luncheon at the Art Institute.

2:00 p. m.—For the ladies only. Reception and musical, Chicago Press Club.

7:30 p. m.—Visit to White City.

Yours truly,

CHAS. E. KING.

Western Itinerary of the National Press Association Outing for 1912

IT will not be possible to announce the exact time of the departure of the special train for the Western itinerary but it is safe to assume that the hour will be about six o'clock on the evening of June 27, via Chicago, Milwaukee & St. Paul Railway. Mr. Geo. Schlosser, executive committeeman from South Dakota, who will be in charge of this feature of the 1912 entertainment, will be at the Sherman hotel during the entire session of the association in Chicago, devoting his time exclusively to the details, and every person desiring to take advantage of this opportunity to see the garden spot of the middle west, should see him immediately upon arrival so that arrangements can be completed as early as possible.

Let it be fully understood by all brethren that this trip is to be complimentary. Quoting from a sentiment expressed by the honorable president, Mr. Dowdell, who says in part:

"Never in the twenty-seven years' history of the association has a state in the union picked the association up bodily, made the members its guests, permitting them to pay neither railway or hotel bills, or any other expense while within its borders, and this is just what the state of South Dakota is going to do for her distinguished guests from June 28 to July 3.

George Schlosser, Sioux Falls, S. D.
Member of Executive Committee National Press Association, in Charge of S. D. Excursion

"There is no question but that the four day congress and convention in the city of Chicago will be interesting, and it is equally true that the seven-day trip through South Dakota, covering, as it will, all the principal cities and points of interest, including Minnehaha Falls, Hot Springs, Wind Cave, the National Sanitarium, Sylvian home of the Homestakes, Hidden Fortune, Ragged Top lake, Spearfish canyon, Deadwood and Lead cities, the and other famous gold mines; a trip through the Bad Lands, will unquestionably be as interesting a seven days as was ever enjoyed by the members of the association.

"It is unnecessary to say that the citizens of the various cities of our state, whose guests our members will be, will do everything within their power to make the stay in their respective localities pleasant, and long to be remembered."

The running schedule of trains after the excursion party reaches South Dakota, will be provided in a small folder with such other points of interest as will prove of service to the party.

The condition upon which this courtesy may be enjoyed is so simple, and the cost so small, that it is hoped and expected a goodly number will avail themselves of the opportunity to see the West and to enjoy some of the most wonderful scenery in the world.

The cities of this new state are wonders in themselves. Complete in every detail, and far ahead of cities of like size in the eastern and southern states. They are, everyone, typical of that enterprise which predominates all over the West, and it is a fact that cannot be contradicted, South Dakota, only sparsely developed, offers more diversified enjoyment to the average person, than any similar state in the union. Some of these features the reader will find have been touched upon by the writer in the details which follow:

If you have not already become a member of the National Association, do so at once. The membership fee of $2.00 should accompany your application. An additional fee of $5.00 is asked of those who accept the courtesies of the association whether in Chicago or South Dakota. $2.00 for each lady accompanying the party. The car fare from Chicago to Sioux Falls and return, including the sleeper charge covering the entire trip, will all come within an expenditure of $30.00, and this will cover total cost of the seven days outing as no one will be permitted to spend any money after reaching the Queen City, Sioux Falls, until they are again out of the state on their homeward journey.

Sioux Falls

Is the metropolis of South Dakota. The train is scheduled to reach this city in time for dinner, June 28. The noon day meal will be the first item of interest on arriving. Just what the program will be after this is hard to say, but it will be varied and interesting.

Sioux Falls is the most progressive little city in the United States, considering its size and age. It is located in the southeastern corner of the state, and enjoys many advantages. There are six different lines of railroad centering here and some thirty passenger trains arriving and departing daily. There are many spots of scenic beauty, among them may be noted the Falls of the Sioux. This spot is likened unto the roaring Niagara and the enterprising citizens have already harnessed the river and power is generated here for street railway, factory and home. It may truthfully be said that all the machinery in the 150 manufacturing and wholesale plants of this little city are being driven by the energy of this wonderful little river. But those of you who take the trip will see all this so the editor must not tarry.

The president of the association has promised to provide a special treat to the excursionists when they reach the Sunshine State, and his stunt may be pulled off in Sioux Falls, although there is nothing certain about this.

At Sioux Falls the State Penitentiary will be an attraction for some, and an opportunity will be given those so inclined to see the operation of the twine plant and the

big shirt factory where souvenirs will be distributed. The state has another institution located in this city, The School for the Deaf and Dumb. A trip to the parks, about the city in automobiles and trolley cars; the inspec

Sioux Falls

tion of the great packing industry located here, will fully occupy the time until the shades of night gather, when gay society will take a turn. A theater party will be among the evening features, and you may be sure the time will be well spent until the hour of rest comes.

As before stated it is not going to be possible to give

Street Scene, Sioux Falls, S. D.

a detailed account of the plans at every stop, and you may expect to have many surprises.

Watertown

One of the beauty spots of the Northwest to be visited by the National Press Association of America on its tour through South Dakota in June, will be Lake Kampeska, the finest body of spring water west of the Twin Cities, located three miles west of Watertown, one of the principal cities of South Dakota.

Arrangements have been made by the Watertown Commercial Club to entertain the association upon its arrival, Saturday, June 29, in such a manner that the members may have a full appreciation of the far-famed Watertown way, and also experience briefly the pleasures of Lake Kampeska.

The editorial party will reach Watertown in time for breakfast. Committees representing the Commercial Club of Watertown will meet the visitors at the passenger station and escort them to the cafe, where they are to be entertained as guests of the club at breakfast. A few talks will follow the repast, after which automobiles will

A Typical Sunset on Lake Kampeska, Watertown, S. D.

take the entire party to Stony Point, one of the principal resorts on the lake.

From this point, as long as the editors are guests of the club, their trip will be by water. Launches will receive the guests at Stony Point and take them to The Outlet, where their train will be in waiting, and they will get aboard to continue the trip through the state.

The ride of seven miles on Lake Kampeska will give the visitors a short time to realize the beauties of the sparkling waters and give them glimpses of the beautiful rolling banks beyond which is the vista of a richly prosperous agricultural region.

Maiden Isle, in the lake, will be a point of interest. This rocky islet was a revered spot by the native Sioux

Elk Club, Watertown, S. D.
Where the Editors Will Stop While in the City

Indians. Legends connect this isle with some charming traditions of the aborigines whose home the shore line was before the advent of the white man.

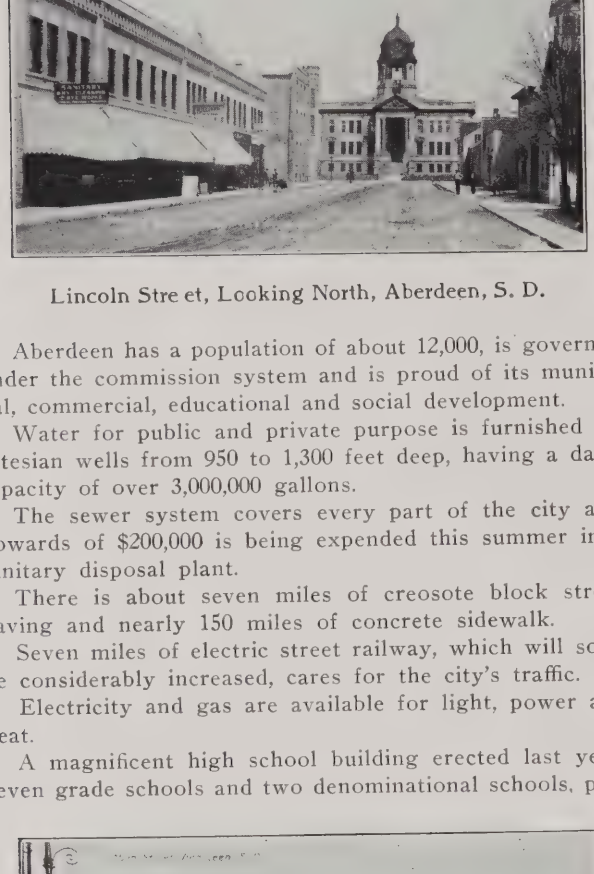
Farewells to Watertown and Lake Kampeska will be said at The Outlet, where the lake's surplus water runs into the Big Sioux river. The entire stop in Watertown, including the trip and the ride on the lake, will occupy the greater portion of the forenoon. It will be one of the most memorable visits on the entire trip through South Dakota.

Aberdeen, June Twenty-ninth

At Aberdeen, where the editorial party will arrive about noon, luncheon will be served at the Commercial Club. This will be followed by an automobile ride to the various points of interest, including the Normal school, the wholesale district, the C. M. St. P. Ry. Co. yards,

Wylie Park, Lake Minne-eh-ho, etc.

At the time of this visit the city will be in the full flush of summer beauty, and the trees and lawns will be evidence of the progressive spirit which has built this beautiful little city on the bare prairie in so short a time.



Lincoln Street, Looking North, Aberdeen, S. D.

Aberdeen has a population of about 12,000, is governed under the commission system and is proud of its municipal, commercial, educational and social development.

Water for public and private purpose is furnished by artesian wells from 950 to 1,300 feet deep, having a daily capacity of over 3,000,000 gallons.

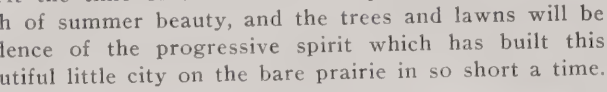
The sewer system covers every part of the city and upwards of $200,000 is being expended this summer in a sanitary disposal plant.

There is about seven miles of creosote block street paving and nearly 150 miles of concrete sidewalk.

Seven miles of electric street railway, which will soon be considerably increased, cares for the city's traffic.

Electricity and gas are available for light, power and heat.

A magnificent high school building erected last year, seven grade schools and two denominational schools, pro-



Main Street, Aberdeen, S. D.

vide excellent educational advantages for the city's children.

The Northern Normal and Industrial School, a state institution, has an attendance of about 800 and is growing rapidly.

Nearly every religious denomination is represented here and there are fifteen church buildings, valued at over $250,000.

There are six banks with $250,000 capital and nearly as much more surplus and undivided profits.

The jobbing business is growing rapidly and will come pretty close to the $20,000,000 mark this year.

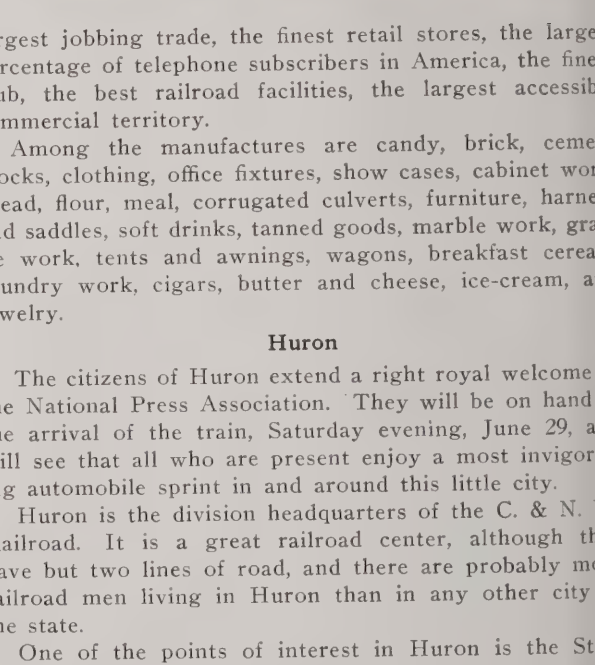
The retail business is large for a city of this size and is increasing rapidly.

There are over thirty factories of various kinds.

Aberdeen has four railroads,—The Chicago, Milwaukee & St. Paul, the Chicago & North Western, the Great Northern, and the Minneapolis & St. Louis.

Lines extend in nine different directions making the name of Hub City an appropriate one for Aberdeen.

Aberdeen leads every city in the central northwest in having the largest commercial club, the largest hotel capacity, the best lighted streets, the finest printing plants, the



School, Aberdeen, S. D.

largest jobbing trade, the finest retail stores, the largest percentage of telephone subscribers in America, the finest club, the best railroad facilities, the largest accessible commercial territory.

Among the manufactures are candy, brick, cement blocks, clothing, office fixtures, show cases, cabinet work, bread, flour, meal, corrugated culverts, furniture, harness and saddles, soft drinks, tanned goods, marble work, granite work, tents and awnings, wagons, breakfast cereals, foundry work, cigars, butter and cheese, ice-cream, and jewelry.

Huron

The citizens of Huron extend a right royal welcome to the National Press Association. They will be on hand at the arrival of the train, Saturday evening, June 29, and will see that all who are present enjoy a most invigorating automobile sprint in and around this little city.

Huron is the division headquarters of the C. & N. W. Railroad. It is a great railroad center, although they have but two lines of road, and there are probably more railroad men living in Huron than in any other city of the state.

One of the points of interest in Huron is the State Fair grounds, and fair buildings. For a state so young as South Dakota there are probably none that offer nicer grounds or better buildings.

There is also located in Huron one of the best educational institutions in the West, and along with the splendid streets of Huron, beautiful homes, handsome business blocks, you will have to travel a long ways to find a city so ideally located and so well cared for, considering that it is situated in a very level prairie country. In fact, it is a prairie city, but surrounded by one of the richest agricultural countries in the United States.

The people of Huron are among the most hospitable to be found anywhere, and it is not the fault of the writer that he isn't able to give you a bird's-eye view of the city in this little sketch, but for some reason the mails have miscarried, and in order not to delay this publication we are obliged to close our forms without furnishing the readers with an advance peep into one of the metropolitan little cities of South Dakota.

Pierre

Pierre is known as the "Capital City." It is situated on the banks of the Missouri river, and is surrounded and maintained by a fertile agricultural and grazing country.

There is probably no people on earth who have shown more grit and energy than those residing in this little city. The locating of the capital here was not a very easy problem and probably would never have been solved but for the indomitable enterprise of the sturdy pioneers who have made this city beautiful.

The capitol building, a view of which appears on this page, is probably the finest structure of its kind in the United States, considering the amount of money that has been expended in its building. It can truthfully be said

State Capitol, Pierre, S. D.

that this property, actually costing less than one million dollars, has really cost the taxpayers of South Dakota nothing. The citizens will tell you, when you reach Pierre, how this was accomplished, and you will agree with us when we say to you that it took considerable ingenuity to bring about a matter of this kind. It was not, however, without the help of the national and state government, that this was accomplished. It was skillfully done and the story is yet to be told.

The city of Pierre is noted for the fact that underlying the country they find natural gas, and it may be truthfully said that the light and power provided for the convenience of the people in this city is furnished by nature. The gas wells are numerous in this locality, and there are many farm homes comfortably equipped and provided with every modern convenience known to man, all of which is furnished from the natural gas wells to be found in this territory.

Located close to the city may be found the only native buffalo herd in the West, and it is proposed that a boat ride will be taken on Sunday morning, permitting the visitors to see the grazing of this great herd of native animals.

This immediate vicinity was one of the headquarters during the Indian outbreak some fifty years ago, and there are still many historic reminiscences of the early days in this locality.

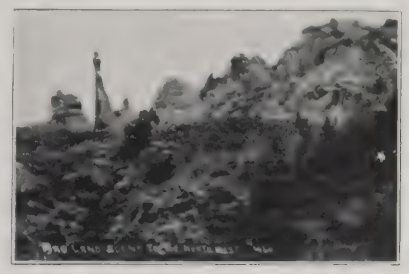
The stay in the city of Pierre will be one of great pleasure, although it will not be possible for the citizens to show the same spirit of entertainment that they would if it were not for the fact that our stop here occurs on the Sabbath day.

"The Richest One Hundred Miles Square"

After leaving the capital city, Pierre, we are soon in the Black Hills country, frequently alluded to as the "Richest One Hundred Miles Square" in America.

There are so many points of interest in the Black Hills that it will have to be left with the individual cities to tell their own story. In a general way the Black Hills is known as a great mining camp, with the exception of the portion lying in the southern hills, where the climate and atmosphere is of such an invigorating nature that it has become a famed resort, both winter and summer.

There are thousands of acres of coal land, which offer cheap fuel. Also many acres of excellent pine timber. The scenery in the Black Hills equals that of any country on the face of the earth, and the newspaper men will find



Group of Scenes in Bad Lands, Black Hills, S. D.

that they have never traveled in a section of country where such rugged and romantic and beautiful scenery can be found as in the Black Hills of South Dakota.

Hot Springs

Hot Springs is situated at the foot of the southern slope of the Black Hills. On the north and west it is protected by pine clad hills dressed in never-fading green. The scenery is charmingly romantic, and beautiful, and is declared by many to equal in grandeur the scenes of Switzerland and the Yellowstone Park, having a wonderful variety of beautiful valleys.

Here nature invites all to hold communion with her visible forms. There is no other spot on earth where so great a variety of natural formation is found in so small a space. There is something peculiarly inviting and inspiring and invigorating in these surroundings. It given strength to the feeble, rest to the weary, and joy to all.

The association will be entertained under these conditions for about twenty-four hours, by the citizens of Hot Springs, amid all the pleasures and surroundings enumerated above and to follow.

The little city of Hot Springs has a population of about 2,500. It has a complete system of waterworks and electric lights. It is reached by two railroads, with every convenience for the traveling and sight-seeing public. It is noted for its numerous beautiful and substantial stone buildings, and the natural picturesqueness of the residence portion is the comment of all visitors.

The government has recently established here what will be nationally known as Battle Mountain Sanitarium. Here will be brought Uncle Sam's old heroes, that they may have the benefit of these health-giving waters, and breathe this marvelous pure air, and have their sufferings relieved, and if possible, their health restored. It has

already been demonstrated to congress that a great saving in the care and comfort of the old soldiers in their declining years can be had by sending them to this national resort, and by relieving the over-crowded condition of the hospitals throughout the country. Nearly three million dollars has been expended in the building of this sanitarium. The Soldiers' Home for South Dakota is also located here, and for the advantages enumerated.

The natural attractions of Hot Springs are nowhere surpassed. There are indications of successive upheavals and eruptions, among these we may mention Wind Cave, with two thousand subterranean caverns and one hundred miles of passages already explored, without finding a limit. This cave has become an attraction to tourists, and the government, after careful inspection by its expert geologists, reserved several sections of land containing delightful mountain scenery, under which is located the cave, to be known as Wind Cave National Park.

Then we have Crystal Cave with sparkling and glittering walls and ceiling.

The Lone Wells, immense openings into the earth to a great depth.

Cascade Springs, Minnekahta Falls, and Cheyenne Falls.

The Bad Lands, where the most remarkable fossils

in existence are found in a state of perfect preservation, and the editors on their jaunts are to visit all these points of interest.

The two plunge baths of Hot Springs are not surpassed by anything of the kind in the United States. They are simply irresistible, and if you go to the plunges "just to look on" the chances are you will go in before leaving. Once in the water, you will register a vow to return again, for the sensation of a plunge in these great pools of water at a natural temperature of ninety-six degrees the year round, is never forgotten. The specific gravity of the water is very great, and it is not at all difficult to learn to swim.

These plunges are supplied with water from many springs, furnishing for each 100,000 gallons of water per hour, thus insuring absolute purity and cleanliness. The pools are from three to nine feet deep of pure, clear water, and are supplied with toboggan slides, trapeze, springboards, floats, ropes, etc., affording pleasure and protection to patrons. The handsome buildings inclosing the pools are built of iron, glass and wood, and are of a unique and pleasing style of architecture. They are complete in every appointment and are the chief attractions of this popular resort.

Sylvan Lake, close by, is one of the charming spots of the hills, located at the base of Harney's Peak, amid great granite cliffs and needles, with dense pine forests all about.

Spearfish

Leaving Hot Springs for the northern hills, the trip will be over the Burlington railroad, and it will be one of the most picturesque and romantic trips ever taken by any of the association members. The distance of about one hundred miles is built around and through the mountains, over the valleys, crossing and recrossing, until the railroad engineering becomes a veritable cobweb as it approaches the summit.

The view up Spearfish canyon, as the crow flies, a distance of only about ten miles, whereas the railroad travels over forty, will give the sightseer some idea of the difficult engineering to be encountered in working out the program in bringing railroad trains into this yet sparsely developed territory.

The trout fishing in this immediate locality is the best in the United States. The government has a fish hatchery located at Spearfish, and this will be one of the points visited, and we have no doubt will prove of great interest to the party.

Deadwood

July 1, 6 p. m., reach Deadwood. The night and a portion of the following day will be spent in this great mining camp. From Maine to California and from Canada to the Gulf, Deadwood has been known for its push and energy, its "get there" ability and its genuine hospitality. Deadwood is rightly named the "Hub of the Black Hills" for it is the biggest small city in the country and since 1875 has been a leader in all enterprises for the Black Hills and state.

The secret of Deadwood's success is that it has men and women who know how and when to do things. Many of its sons and daughters are today leading their vocations throughout the country, some of its present day residents are national figures, while men like E. H. Harriman, Goelet and other financiers have for years been identified with its resources.

Members of the Roosevelt family have for years made almost annual trips to Deadwood for recreation and visits. Buffalo Bill is a frequent visitor to revisit the haunts of the early days and recount with old-time plainsmen memories of the frontier.

High up above the town, in Mt. Moriah cemetery, reached by a short trail, sleep Wild Bill Hickok and Calamity Jane whose histories have added to Deadwood's fame. Here too is a monument to Preacher Smith, the pioneer evangelist, who was killed by Indians just outside the town in the days of the stockade and redskin terror.

Within the city limits of Deadwood the slime plant of the Homestake Mining Company, the greatest gold mine on earth, treats, daily, thousands of tons of material piped down the gulch from the mines while at the U. S. assay office here, the golden stream from mines all over the Black Hills is melted into bricks that are shipped to New York.

Almost within the city limits treatment plants of other mining companies are reducing the ores that do their part in the industrial life of the world.

Towering 800 feet above the city are white rocks inviting tourists to scale their heights and gaze across the level plains over into Wyoming, Montana and northern South Dakota.

Rugged mountain scenery, with its setting of dark

pine hills, can be reached by train or auto within a few minutes from any point in the city.

Of scenery, hospitality and push Deadwood has plus, but mosquitoes are minus, and overcoats always in order at night.

Lead City

Strangers visiting Lead are first of all impressed with the immensity of the works of the Homestake Mining, its mills, hoists and shops, and these are ever places of interest to the visitor. Situated in Lead are three of the largest stamp mills in the world, the Amicus, which crushes daily 1,200 tons of gold-bearing quartz; the Star mill, with a capacity for one thousand tons, and the Homestake mill with a capacity of one thousand tons. Admission to the mills may be obtained by applying at the company's offices, and a visit to them in the charge of

Lead, S. D.

competent guides is an education in gold mining to the tenderfoot. These millis are supplemented in their work of treating the ores dug from the mines by a sands plant, where the sands, after they have passed through the batteries and over the plates are again treated by the process of cyanidation and nearly all of the values remaining in them are extracted by that method, and the process is one which will always interest the stranger and casual visitor.

The hoists, where men are lowered to the depths of the mine, some of the finest and best equipped in the United States, are other places where the stranger will find much to interest him, for it is here that all of the material used in the underground work, and where all of the ores broken from the parent ledges are hoisted to the surface, conveyed to big crushing plants, from them emptied into bins, and drawn from the bins into cars and distributed to the various mills of the company in Lead, Terraville and Central city, this latter work being performed by miniature railroads operated by compressed air.

The big compressor plants, where power is generated for the operation of the railroad system, underground and surface of the company, are also points of interest that should not be missed by the visitor.

The machine shops and foundries, where the heaviest castings used by the company in the operation of its mines are made, should not be overlooked, for they are really worth inspecting.

The sub-station of the company's great hydro-electric plant, where an energy of 10,000 horse power, generated at the Spearfish river and carried by a system of copper cables to the city, and from here controlled and distributed, is pronounced one of the most costly and one of the most efficient plants of its kind in the world.

If permission can be obtained to visit the underground workings of the company, the visitors will certainly see something which they will remember ever.

Lead is a pretty city, and from its many hills views of the surrounding valleys may be obtained, and a trip through its residence streets and business section could be taken with pleasure by the visitors. Lead is practically and truly a mining camp, but its beautiful and comfortable homes, well paved and well kept streets, will not leave the impression on the visitor that a stay in some of the mining camps of Pennsylvania or certain sections of the West and East generally does. There is an air of prosperity about the city, and a feeling of comfort and home which takes possession of the visitor at once. A short

Mountain Scenes in and About Lead, S. D.

stay in the city will not weary the visitor, but will be a pleasure to him, for all of his time will be taken up most pleasantly and profitably.

The Homestake gold mine, the greatest in the world, is located here, and many of you will probably have a chance to inspect the underground workings of this wonderful mineral producing mine. Last year over ten million dollars was taken out of the earth right at this very spot.

The party will be entertained in this historical mining camp for the better portion of one day, and a splendid opportunity given everybody to see the wonderful sights.

The cost of ore treatment in this district is less than in any other place in the United States, owing to the amenability of the ore to the processes employed, and

the abundance of water as well as the excellent railroad facilities.

The hospitality of the people of Lead City has no equal anywhere, and the editorial party will be received with one continuous ovation during their stay in this open-hearted western city.

Rapid City

All that has been said of the Hills country applies with equal force to that section around Rapid City. The citizens of this picturesque little spot will make you happy during your stay with them and will provide for you some features of entertainment not on the program in any other place.

They have located here the State School of Mining, as well as a National Indian School for the education of Indians, and it will be an object lesson for you to see these institutions.

They also have an independent line of railroad, running some fifty miles into the mountains, passing through some of the most romantic spots to be found in the hills. Just what Rapid City will do on the visit of the National Press Association the writer is unable to say, but it is not among the impossibilities that they will take the entire party out over the scenic line of this short railroad, and give them a glimpse of the "Black Canyon," a spot without an equal.

They may also take the entire party up to Hangman's Bluff, around which is woven a beautiful legend of the early Indian days.

Stock raising, lumbering and mining are chief among the industries of this locality, which is commonly referred to as the "gateway" or "Gate City" to the Black Hills. While not so large as Denver, it is commonly called the Denver of South Dakota. Some of the scenery appearing in this issue of the Journalist is taken from this immediate locality.

Chamberlain, Wednesday Morning, July 3, 1912

The citizens will entertain the visitors to an early morning breakfast, after which they will be shown some of the beauty spots of this remarkable little city.

Chamberlain is located on the banks of the Missouri river. It is one of the prosperous cities of South Dakota, and while the city will not be able to show the excursionists so many of the beauty spots of the state, as some other localities, they have a park which is the superior of anything in South Dakota. It is a very large body of land surrounded by the Missouri river, and excursion parties frequently travel long distances for the purpose of an outing on this splendid spot, in the bottoms of the Missouri river.

There is located in the city of Chamberlain, a cement plant which will be second to none in the United States, when the construction work on it is completed. There is also a branch of the Battle Creek sanitarium located here, and the curative power of the artesian water that comes to the surface in this immediate locality has performed some wonderful cures.

The city of Chamberlain has an active and well-organized commercial association and while it will be among the last cities to be visited on the trip through the state, it will be none the less interesting.

Mitchell

The editorial party will reach Mitchell on Wednesday, July 3, at high noon, and will be entertained at dinner in the Corn Palace building. This building is one of the wonders of the world. It is the only building of its kind in the United States, and many people annually travel hundreds of miles to see this work of art. It is re-decorated every year, and will be entirely changed for the 191[illegible] entertainment.

Mitchell, the "Corn Palace City," is situated in the midst of a rich agricultural country, where "Corn is King."

While all grains, fruits of this latitude, and vegetables are most successfully produced, corn is the staple crop, and surpasses in value any two of the small grains, that in an early day monopolized the attention of our farmers.

Mitchell is an up-to-date little city with a population in excess of 7,000, composed largely of native Americans, with a sprinkling of thrifty Germans, Scandinavians and Irish, all of whom are imbued with the spirit of enterprise, thrift and educational advancement.

It is a city of fine schools, churches, homes and business blocks, and is supplied with every modern convenience, including city water works, electric light and gas plant, sewerage and all the accessories to give zest to life and develop the best there is in man.

Corn Palace, Mitchell, S. D.

It is the county seat of Davison county, and among its other attractions boasts the Wesleyan University, the immediate child of the Methodist denomination, and, with its over 600 student body forms quite a factor in the up-building of the city.

Various manufacturing and wholesaling interests are located here, and find profitable and successful outlet for their various products.

Two lines of the C., M. & St. P. Ry., one north and south, the other east and west, together with a branch of the "Omaha," give splendid facilities for commerce with the entire state and open up large areas for jobbing and wholesaling.

Mitchell is a clean city. Clean in its physical conditions, clean in its morals and clean in every way, and invites clean and progressive people to share her destiny.

Yankton

Yankton is one of the oldest cities in South Dakota. During the territorial days, it was the seat of government, and there are very many historical landmarks to be viewed in this beautiful little city.

Yankton is an educational center. There is located here the denominational school supported by the Congregationalists. Yankton is also the home of the asylum for the feeble-minded. This is probably one of the best conducted, best built institutions of its kind in the United States. The buildings have all been made and designed under the direct supervision of the present superintendent, who is an expert in building as well as an alienist.

It is not known at this writing how much of a stop can be made at this point, but some opportunity will be given the party to make and see some of the characteristic points of interest in this Missouri river city.

Vermillion

Vermillion is the home of the state university for South Dakota and is an educational center of considerable importance, being one of the oldest towns in the state.

The town cannot be seen from the railroad track, as it lies on the hill some little distance from the station. It is very sightly and regarded as an ideal college center. Besides having a general course, such as is provided by all of the leading universities of the country, they have recently added a special department for law and physics.

While it will not be possible for the train to make very much of a stop at this point, it has been deemed desirable to call attention to the points of interest to be found in this, the educational center of South Dakota.

In Conclusion

In conclusion, it is well to say that in an article of this kind, issued under restrictions for both time and talent, it has not been possible to enumerate all of the points of interest or all of the towns that will be visited, or that will offer special entertainment on this occasion.

Belle Fourche is the home of one of the largest irrigation projects on the continent. If we should have time while in the Hills country to take in this project, it will be a great sight for everybody. The large dam which the government has constructed here, backs up water sufficient to float the largest vessels. In fact, there is one body of water nearly a mile wide and sixty miles long, with an average depth of thirty-five feet, and this is some artificial pond.

Sturgis is a beautiful little city, and the people will be glad of an opportunity to show you over Fort Meade, and give you a glimpse of their industries. What is true of the cities named, is true of dozens of others.

It is hoped that the attendance on the western intinerary may be good, and it surely ought to be since it has been made possible for the newspaper men to take the train in Chicago for an entire week's outing, and be returned again to the Windy City at a nominal expense of only $25. This sum, however, is all used up in transportation and sleeping car service from Chicago to the border line of South Dakota and return.

The citizens of the towns named in this editorial, together with the immigration department of the state of south Dakota, providing without expense all of the entertainment for all of the visitors during their stay and tour within the state.

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A DESIRABLE TYPE FACE

The Bodoni Bold, shown on page 371 of this issue of the National Printer-Journalist, by the American Type Founders Company, will be found a type of broad utility. It contains neatness, strength and simplicity. It shows withal, desirable, classical beauty and dignity combined with legibility and attractiveness. It insures clarity in display lines, rapidity and economy in composition and promises popularity among the users of good printing and increased business as the satisfying result.

The American Type Founders Company has put the printing craft under lasting obligations by reason of its many new type designs, that have been produced with great care and at large expense to meet commercial and artistic demands.

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Arthur Capper has purchased the Lincoln (Neb.) Weekly Star from the Star Publishing Company of Lincoln. For the past two years the Weekly Star has been conducted as an agricultural paper, and Mr. Capper will move it to Omaha and consolidate it with his Nebraska Farm Journal. The consolidation adds 7,500 new Nebraska farmers' names to the Journal's list.

Revised Program National Press Association

Program in Detail

Opening Exercises

Monday, 9:30 a. m. Hotel Sherman, Chicago

Invocation.

Short addresses.

City of Chicago—Corporation Counsel E. P. Wade, representing Mayor Harrison.

Chicago Association of Commerce—Special hosts of the N. P. A.—E. C. Ferguson.

Chicago Press Club—Especial hosts of the ladies—President Douglas Malloch.

City Club of Chicago—What the club is doing. Extending courtesies of club to National Press Association.

The City Press, Jas. M. Keely, Chicago Daily Tribune.

Responses on behalf of National Press Association and president's address; appointment of committees.

Tuesday Morning, 9:30 A. M.

"National Unity in Commercial Life" by Harry A. Wheeler, president, or Edward F. Freeze, field secretary of the Chamber of Commerce of the United States.

This association is nation wide and is of vital importance to all commercial interests of the United States and hence to the editors and publishers of all newspapers and periodicals, who depend for advertising on the business prosperity of the merchants and of all others who are in any way affected by trade conditions. It is an authorized and fully recognized national movement for commercial advancement and up-building.

Wednesday A. M., June 26

A City Beautiful—Lecture with ninety lantern slides, all intensely interesting; more than forty of these slides being beautiful views of European cities, by Walter D. Moody, managing director of "Chicago Plan Commission."

Since the greatest issue confronting American Municipalities is right citizenship in relation to city planning, and the newspapers constitute the great educational agency through which the proper knowledge of these matters must reach the people, this lecture will be of inestimable value to every member of the National Press Association. It will furnish important, live, first page matter for the papers without regard to the size of the city or village in which they are published. The facts can be equally localized to every community. Besides all this, the lecture will be intensely interesting and enjoyable, like a trip to view the entrancing beauties of the best cities of earth, with a view of transplanting these beauties to our own cities and towns.

President R. E. Dowdell has been busy and the morning sessions, or general program, will teem with practical addresses and papers. Every phase of the newspaper question will be handled by competent and successful business editors and publishers.

Bryan and LaFollette

Dessert offerings will be an address by William J. Bryan and probably by Robert M. LaFollette.

President Dowdell is in correspondence with many prominent publishers and celebrities throughout the United States. He has replies from several, and is striving with every endeavor to complete the following exceptionally strong program:

George S. Johns, St. Louis Post-Dispatch, "The Editorial Policy of a Metropolitan Newspaper."

H. J. Haskell, Kansas City Star, "The Editorial Page—What and Why."

James Schermerhorn, Detroit Times, "Clean Advertising."

Julius Schneider, advertising counsellor, Chicago Tribune, "Advertising."

James Keeley, managing editor, Chicago Tribune, "Journalism—the City Field."

Lafayette Young, Des Moines Capital, "Journalism for Public Service."

Governor Chase S. Osborn, Lansing, Mich., "Journalism—the Country Field."

Thomas Rees, Springfield (Ill.) Register.

Arthur Capper, Topeka (Kan.) Capital.

E. T. Shuman, Chicago Record-Herald.

Barratt O'Harra, Chicago American.

Jenkin Lloyd Jones, Madison (Wis.) Journal.

H. N. Wheeler, Quincy (Ill.) Journal.

Governor B. F. Carroll, Des Moines, Iowa.

John T. McCutcheon, cartoonist, Chicago Tribune.

Department Programs

The department meetings, in charge of competent instructors, will sound the keynote of the uplift of the profession. They will be to the editor or publisher what the normal institute is to the teacher and the postgraduate course to the young physician.

Department of Journalistic Education

Chairman, Walter Williams, dean of the School of Journalism, University of Missouri.

Secretary, Homer Croy, editor of the Magazine Maker, New York City.

Monday, June 24, 2 P. M.

"Education for Journalism," Dr. Talcott Williams, director Pulitzer School of Journalism, Columbia University, New York; James Melvin Lee, University of the City of New York.

Discussion: W. G. Bleyer, University of Wisconsin; Merle Thorpe, University of Kansas; J. W. Piercy, University of Indiana; H. F. Harrington, University of Ohio.

"Education for Industrial and Agricultural Journalism," Charles Dillon, Kansas State Agricultural College.

Discussion: F. W. Beckman, Iowa State Agricultural College.

Tuesday, June 25, 2 P. M.

"The Professional Journal as Teacher," Frank L. Blanchard, editor and publisher, New York.

Discussion: B. B. Herbert, National Printer-Journalist, Chicago.

"Education of the Printer," F. J. Trezise, chief instructor, International Typographical Union Course in Printing.

General discussion will follow each address.

Department of Printer-Publisher and Cost System

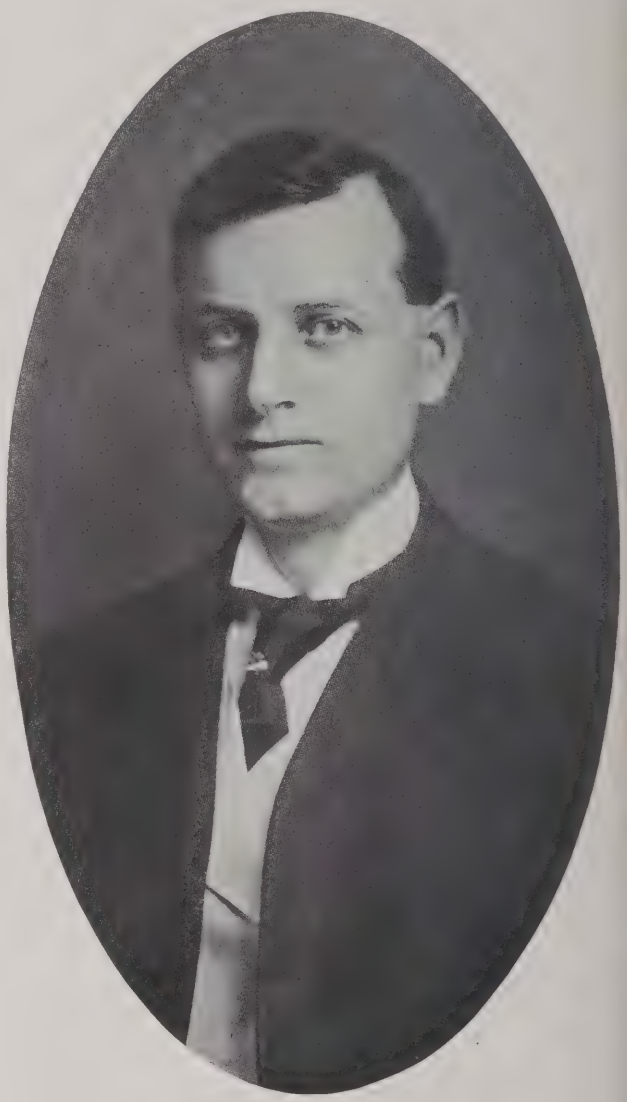
Chairman, John Clyde Oswald, publisher of the American Printer.

The addresses so far arranged for are as follows: "The Cost System in Newspaper Printing Shops," A. B. Jordan, publisher Herald, Dillont, S. C.; "Printing and Business," W. J. Hartman, Chicago; "Printing Plant Insurance," A. J. Ferris, secretary Graphic Arts Insurance Co., Philadelphia; "Efficiency in the Mechanical Department," A. M. Glossbrenner. Mr. Schuyler Miller of Peru, Ind., an experienced newspaper man, at present a large and successful job printer, and an excellent talker, will address the department.

"Cost of Production in a Country Print Shop," C. H. Cayce, publisher Mail, Martin, Tenn.

"Why I Put in a Cost System," Samuel E. Boys, publisher Republican, Plymouth, Ind.

C. T. Traphagen of Lincoln, Neb., one of the best business men in the printing profession, and a great orator, delivering one of the most able addresses ever listened to at the Denver Cost Congress, is trying to arrange his



John Clyde Oswald, Editor American Printer, 25 City Hall Place, New York City, Chairman of Department of Publisher, Printer and Cost System of N. P. A.

business interests so he can be present and give one of his practical and useful talks.

Department Daily Newspaper

Chairman, Frederick P. Hall, Jamestown, N. Y.

This department for the publishers of large and small dailies will be most practical and instructive. The topics for discussion are as follows:

Monday Afternoon, June 24, 1912—Editorial Department

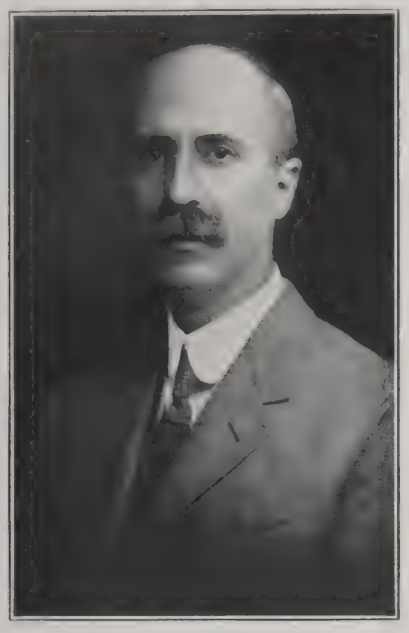
To what extent is the newspaper held responsible for the moral, social and political condition of a community? How does its responsibility compare with that of the church or school?

To what extent should the newspaper seek to direct municipal policies and exercise an influence over the chosen representatives of the people?

Is a partisan newspaper justified in supporting the men it believes best qualified for office in municipal campaigns regardless of their political preferences?

Should a newspaper be expected to print signed articles supporting the candidacy of men whom the paper is opposing, or opposing men whom the paper is supporting, except at space rates?

In a well-balanced daily newspaper what proportion



F. P. Hall, Jamestown, N. Y.

of space should be given to departments and outside features after covering well the local and general news?

Tuesday Afternoon, June 25, 1912—Business Department

Advertising rates: Which is better, a flat or a graduated scale and what is a fair minimum rate per thousand of circulation for papers with an issue of from 2,000 to 10,000 copies? Should there be any difference between the local and foreign rate? Leader, E. P. Adler, Davenport (Iowa) Times.

What rules should govern the exploiting of business and amusement interests in the news columns of our papers? Who should make and interpret these rules, the publisher or editor, when distinct?

Are contests and premiums necessary evils in the promotion of circulation? Should a newspaper act as a distributor of merchandise?

What proportion should the receipts from circulation bear to the receipts from advertising on a two-cent paper and on a one-cent paper, to be reasonably healthy? (Successful publishers are urged to bring these figures in their own experience to the meeting for interest in comparison.)

Do publishers of small city newspapers realize as good a return on their capital and as good salaries for their services as manufacturers in other lines of business? If not, why not? What net profit per subscriber should a healthy daily newspaper yield its owner? Is anyone getting the $6 advocated by Arthur Brisbane?

The leaders in all the topics to be discussed have not yet been assigned, but the array of speakers that Mr. Hall is in correspondence with and whom it is expected will be present, includes the following well-known editors and publishers: E. P. Alder, Davenport (Iowa) Times; John T. Mack, Sandusky (Ohio) Register; W. D. McKinstry, Watertown (N. Y.) Times; Milo Whitaker, Jackson (Mich.) Patriot; A. H. Lowrie, Elgin (Ill.) News; G. S. Griswold, Batavia (N. Y.) News; A. W. Glessner, Galena (Ill.) Gazette; Bart B. Howard, Joplin (Mo.) Globe; George H. Scruton, Sedalia (Mo.) Democrat; J. K. Wal bridge, Saratoga Springs (N. Y.) Saratogian; Stuart H. Perry, Adrian (Mich.) Telegraph; Thomas Rees, Springfield (Ill.) Register; Harlan W. Brush, Tonawanda (N. Y.) News.

The desire in this department, and in fact all the departments, is to make the sessions "experience" meetings. Publishers should come prepared to take part through both asking and giving information.

Department Weekly Newspapers

Chairman, Ovid Bell, Fulton, Mo.

Secretary, J. B. Castle, Argus, Sandwich, Ill.

"Ideals and Standards of the Successful Weekly," W. L. Nelson, Eagle, Bunceton, Mo.; "The Weekly and the Rural Route," Ben F. McKey, Pioneer, Lebanon, Ind.; "Shop Talk on Advertising," Walter G. Bryan, advertising department of the Chicago Tribune; "The Soul of the Country Weekly," Joe Mitchell Chapple, National Magazine, Boston, Mass.

It will be of interest to know that Mr. Bryan began his career as a country newspaper man and got his first inspiration in a small newspaper office. He is now considered one of the best advertising men in the West. His talk will be directly to the publishers of country weeklies.

Everyone in the National Press Association knows

Ovid Bell, Department of Weekly Newspapers
The Gazette, Fulton, Mo.

Mr. Chapple. Before he became a magazine publisher and grew opulent, he was the publisher of a small newspaper in Dakota and then a daily at Ashland, Wis.

If time is afforded, there will be a good round table hour for discussion of the problems of business management.

Mr. Nelson publishes a weekly in a town of 800, that has a circulation of 3,800. The town is not a county seat. The reason he has such a circulation is that he gets out the best weekly newspaper, town considered, in the United States.

N. B.—The value of all department meetings, outside of the great leadership, is the general discussion following the address. If you have a sick patient at home—no matter what the ailment—come prepared to talk and ask questions concerning the remedy needed.

Illinois Press Association Convention, Chicago, June 24-27—Secretary's Announcement

Jerseyville, Ill., May 14, 1912.—The forty-seventh annual meeting of the Illinois Press Association will be held in Chicago, with headquarters at the Hotel Sherman, June 24-27, in conjunction with the twenty-eighth annual meeting of the National Press Association. Your executive committee met in Springfield, May 3, and decided that was the proper thing for us to do, inasmuch as the National Association has honored Illinois with the meeting-place, and a splendid program has been arranged for all newspaper men by the business interests of Chicago. The program of the I. P. A. has not yet been fully decided upon, but it has been thought that but one session will be held, for the election of officers and shop talk, because the program of the National Association is so elaborate and instructive that we feel that all our members will be greatly benefited by attending the meetings of that association. In addition an itinerary has been arranged by the National Association, in which all delegates from the I. P. A. will be invited to participate. The itinerary consists of a trip through South Dakota at a very nominal cost. South Dakota has extended an invitation for the National Association to visit that state at the expense of the people of the state, there being no charge for any entertainments or food from the time the association passes into the state until it returns, making a trip probably of two weeks, visiting principal cities of the state and out to Deadwood, taking in the mining camps. I hope every member of the Illinois Press Association, with his wife, if he has one, or other member of his family, will make it a point to attend this meeting of the I. P. A., and that every member will strenuously urge other people in the newspaper business who are not members to join the association.

J. M. PAGE, Sec'y I. P. A.

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Inland Daily Press to Meet With National Press Association

Clinton, Iowa, May 22, 1912.

To the Officers and Members of the Inland Daily Press Association:—The Inland Daily Press Association will hold its mid-summer, or June meeting, at the La Salle Hotel, Tuesday, June 25, at 2 p. m.

Notice the date has been changed by the president from the third Tuesday in June, by power granted in Sec. 1, Art. III, of the by-laws.

He does this because of the National Editorial Association holding its annual session in Chicago the 24th, 25th, 26th and 27th, thus to enable the members of the Inland to attend both meetings at the expense and time required for one.

The Inland is associated with the National Association and each member of the Inland is entitled to attend and will be welcomed at the National meetings.

The program for the National Association is a very strong one this session and our members should attend each meeting, and hear each paper, with following discussion.

The Inland meeting is called for 2 p. m. of the 25th, as there are matters laid over from the February meeting that are to be acted upon, and because the afternoons are given to executive work by the National Association.

The committee on print paper should make a report, and the matter of changing to two meetings a year will be submitted for action. Cordially,

WILL V. TUFFORD, Secretary-Treasurer.

Hotel Sherman

CITY HALL SQUARE

Chicago's Most Popular Hotel

Every one of its seven hundred and fifty rooms has its private bath and circulating, distilled ice water. Hotel Sherman is located on City Hall Square, in the very center of the theatrical, shopping and financial districts.

RATES
Single Room, with Bath—$2.00, $2.50, $3.00, $4.00 and $5.00.
Double Room, with Bath—$3.50, $4.00, $5.00 and $6.

Convention Headquarters for:
National Press Association of the United States.
June 24, 25, 26, 27.

The Management will be pleased to reserve rooms, upon request.

(34)

WHITE CITY MEMORIES LINGER

By Ralph T. Kettering

Among life's many dreams, none more fascinating than dreams of days spent in the pure enjoyment of living, and among its memories none fairer than those of days when joy and pleasure are realized to their utmost. Seven years ago White City opened its bosom to the pleasure-seeking public, and surely the memories of the past seven years rest sweetly in a niche of recollection in the brains of those who were fortunate enough to be counted among its patrons. White City in the afternoon is a picture of joy personified. Such fathomless blues in the sky above you, such radiant myriads of whirling attractions passing before your view, like a kaleidoscopic picture of a foreign cosmopolis. The tower, rising like a giant beacon, stands out against the blazing sunset, when the artist spirit of the world dips his brush deep in the red fires of the setting sun, and paints sea and sky with flame alike. Where the sun sets in a blaze of oriental glory, where the flowers are fair and the foliage beautiful in its green intensity, and then the fading of the pink and blue into a semi-murky blackness. The moon creeps through the clouds, and with memory you walk again the streets of this fascinating city, the mystery of whose myths and the splendor of whose arts still holds spellbound the mind of man—and at night White City is really majestic. Against the background of night, this electric city has the resemblance of a beautiful mirage, and its tower and shaft of a million lights projecting a million radii into the darkness, is one of the most glorious, delightful spectacles ever presented to the world; and White City this year, with its new Parisian garden, its pergolas and pavilions, its European cabaret, and its more austere grand opera, its smashing of brass, its bark of speilers, and its air of pure, unalloyed joy, cannot be equaled anywhere in the entire world. The grand opera company is presenting popular operas. On Thursday, June 27, the National Press Association of America will be the guests of White City.

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THE BUTLER EXHIBIT

Mr. B. B. Herbert,

National Printer-Journalist, Chicago, Ill.

Mr. Dear Mr. Herbert:—During the convention the Butler Paper Company plans to maintain an elaborate display in one of the rooms adjacent to the convention hall.

This exhibit will consist of a most extensive presentation of paper samples, in both staple and fancy lines. The stationery department will also be represented with a full line of samples of advertising and gift calendars, papeteries, dance programs, folders, etc., commencement and engraved goods.

Every one intending to attend the convention should make it a point to visit the Butler exhibit. We will spare no effort to make this exhibit one of the greatest to publishers and printers.

We are very desirous of meeting every visitor. A number of representatives will be in constant attendance at our exhibit, who will welcome and give courteous attention to callers. Yours very truly,

J. W. BUTLER PAPER COMPANY,

E. A. Julius, Adv. Mgr.

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"THE QUAKER GIRL" AT ILLINOIS THEATER

"The Quaker Girl," fresh from its New York run, with the original cast, including Clifton Crawford, reopened the Illinois theater, Chicago, on last Monday night to the largest and most fashionable audience of the season, and judging from the enthusiasm of both the public and the critics, it will be many a moon before this musical comedy leaves the Western metropolis.

The story of "The Quaker Girl" concerns a girl named Prudence, who chafes under the stern repression of Quaker life. She meets Tony Chute, of the American embassy of Paris (played by Clifton Crawford), who quickly instructs her in love-making. Tony has arrived with his friend, Captain Charteris, to be present at the runaway marriage of the latter with Mathilde, an exiled Bonapartist princess. After the wedding ceremony, bride and groom, defying the French law, speed away to Barbizen, a quiet retreat near Paris. Prudence, having been cast off by her prim relatives, agrees to accompany Madame Blum, a modiste, to Paris. Captain Charteris, being a king's messenger, has been summoned away after a three days' honeymoon, and the princess is compelled to hide at Madame Blum's, where she escapes the inquisitorial attentions of the police. Prudence has a rival for Tony's affections in Diane, a Parisian actress, who, seeking to wound her feelings and injure Tony in her opinion, places his letters, as she imagines, in the pocket of Prudence's dress, but the lady in her haste and rage, has brought the wrong packet, and as these are the letters of the elderly minister of the interior, he is so grateful to

Ina Claire, Prima Donna with "The Quaker Girl"

Prudence for returning them to him, that he cancels the decree of banishment, and declares the princess' marriage perfectly valid. Tony is made happy by being accepted by Prudence, and all ends happily, as musical comedies should.

There are twenty musical numbers in the piece, written in Lionel Monckton's very best style.

The company includes, besides Mr. Crawford, Ida Claire, May Vokes, Percival Knight, Lewys James, Maisie Gay, Natalie Alt, Nellie McHenry, Lawrence Eddinger, Arthur Klein, and a chorus of seventy-five.

Performances are given nightly, including Sunday, at 8:10, with matinees Wednesday and Saturday at 2:10.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Postoffice as Second-class Matter
BENJAMIN B. HERBERT . EDITOR AND PUBLISHER
Official Paper of the National Editorial Association

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4618 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

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CHICAGO, JUNE 1912

Anyone who neglects the opportunities for pleasure and profit, offered by the conventions in Chicago and Cleveland this month, is not wise in this day and generation.

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Knowledge is power and means success for editor, publisher and printer only when properly used. Theories, or cost systems, if not applied, are vain. There must be thoroughness of understanding in order to have effective application.

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Forms for records and accounting, to keep track of time and all expenses, are absolutely necessary to all intelligent production, with a view to justice toward customers and to one's self. Knowledge is necessary to honesty. Ignorance makes men dishonest and knaves and liars in business.

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The newspaper touches every interest of the people, and all worthy men, interests and organizations, if properly approached, are ever ready, with broadest altruism and patriotism, to aid the newspaper in its work. It is up to the press to reach out for the aid that is ready to be accorded, whenever properly asked, for the private and general good.

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Cheapness is not profitable. Cheap printing goes into the waste basket; cheap newspapers are neither respected nor read. High quality, the best that is possible, under the most advanced conditions of knowledge, appliances and all modern means and agencies, will always bring a proper price, unless gross ignorance, narrow and short-sighted stinginess stand in the way, and these can be overcome by information and persisting in the producing only high quality and demanding the proper price.

"Travel makes a broad man." Editors, especially in a republic, need broadness, and hence travel to them is especially important. Those of the National Press Association who take the trip to and through South Dakota this month, under the auspicious guidance and arrangements, will not only experience a broadening of views, up-to-date, but will enjoy all the delights of well directed travel and will reap a rich harvest of knowledge as to the progress of the last twenty years in one of the richest and most delightful growing regions of the Union.

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There is no power greater than that of co-operation, though mankind have been many centuries in coming to a partial realization of this fact. The greatest of co-operation is that for the securing and sharing of practical knowledge. It is because of a realization of these facts and acting accordingly, that this age and this land are surpassing all others in all worthy progress and attainments. Do not keep out of the full flood-tide of this co-operation that leads to worthy success, or all the rest of life will be passed amid the shallows and quick sands of life.

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The problems of conducting printing and newspaper offices by efficient, economic, safe, profit-yielding, business methods are now being solved by the best men in these callings, with highest intelligence and expert knowledge. The papers devoted to these callings are imparting the solutions to their readers in a way that all may know. Study the journals devoted to your vocation in order that you may lose nothing. Conventions are excellent for the bringing out of views, awakening inquiries and thought, eliciting experiences and new truths, but all these must be permanently garnered in the printed page for reference and study or very much will be forgotten.

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A careful reading of this issue of The National Printer-Journalist will furnish convincing proof that the approaching convention of The National Press Association will be all and much more than has been promised. It is to be regretted that it has been impossible to arrange the program,—excepting as to the openings of three morning sessions and the departments under the proper dates. This has been on account of the delays occasioned by lack of prompt answers to letters.

However, a committee on order of business, appointed at the opening session, will be able to straighten everything out and assign each one a place. Every minute will be filled to overflowing during the days of the convention and then will follow one of the most delightful excursions in the whole history of the association. No other city in

the United States has ever before offered such an enticing and complete round of local entertainment as is offered by Chicago for this year 1912.

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There is nothing like the power of clear demonstration in the matter of work and production. It helps to stimulate workers and to encourage them in their efforts. It is an excellent thing for every worker to know what he is accomplishing in his work in comparison with others. Workers often tire themselves out with false motions and imagine they are working to the extent of their ability, and sometimes think that they are not receiving reward equal to their deserts, when in reality, unknown to themselves and to the employers, they are not earning their wages. It is an excellent thing to keep an exact record of a workman's output and to furnish him a tabulated statement of the same in comparison with others. If a worker's product is great, his reward should be in proportion. It pays an employer to know who, among the workers, are producing the greatest and most perfect work, and to pay accordingly. Good workers at high wages are much more profitable than poor workers at low prices, and when it comes to depriving the best men of full compensation to make up for losses of others, a great injustice is done.

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A WORTHY PRINTING ARTS YEAR BOOK

The Graphic Arts and Crafts Year Book for 1911-1912 is out and ready for delivery There was some delay that seemed discouraging to early subscribers, some of whom had counted on the book as a most appropriate holiday present to printer friends, but there will be no disappointment now that the book has been received. It is, as was expected, a worthy work of art, and "Art is long and time is fleeting," hence delays on artistic productions.

The volume is attractively bound in half leather and stamped in gold. It is unusually large, containing about seven hundred pages, and is a noteworthy example of good binding, and typographical layout of the Bodoni style. It is published by the Republican Publishing Company of Hamilton, Ohio, and far surpasses anything of its kind ever published in this country. The purpose of the book seems to be threefold, to reach and supply the needs of the printer, engraver and electrotyper, and the advertising man.

It is filled with good features which make it especially valuable to those engaged in these pursuits. Among those which will appeal to the printer are several departments edited by well-known and experienced men.

MASSACHUSETTS PRESS ASSOCIATION

National Printer-Journalist, Chicago.

Gentlemen:—The Massachusetts Press Association was the guest at its May meeting of the George H. Morrill Co. After dinner at Hotel Essex, Boston, the members went by special train to Norwood, Mass., and inspected the ink works of the company. The association will hold its annual summer outing at the island of Nantucket again this year, going the last week of June.

Fraternally, W. J. HEFFERNAN, Secretary.

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"Newspaper Ideals"

From Address Delivered by B. B. Herbert, Editor of the National Printer-Journalist, May 8th, at the University of Missouri.

There can never be highest ideals in newspapers without men of highest ideals back of the newspapers. The press at no time has been all bad and at no time in the history of the country has it been without noble aspirations nor devoid of high service. In speaking before the Minnesota Editors' and Publishers' Association, on July 30th, 1884, at St. Paul—and I know that you will forgive my making this quotation to show that I have ever been true to the ideals that I hope now to enunciate, and then looked forward to these better days—I said, in response to an address of welcome by an eminent clergyman: "The printing office is the watch-tower of modern civilization and from the printing press leap winged messengers of light who go forth over city and hamlet, forest and prairie, bringing the thoughts, the deeds, the arts and the wisdom of the world to every hearthstone.

"The students, the inventors, and the scientists laboring over some new thought, plan or principle, have the new inventions and discoveries of the world, every morning at breakfast, and every evening at tea, while all the rest of mankind are informed at the same time, and how much is saved, and how much the advancement of the race is accelerated thereby, only eternity can tell.

"What is true in regard to discoveries in science, is equally true as to questions of jurisprudence, statesmanship and political economy." These were then the views as to ideals of broad and useful news service, but even then I had a look ahead and turning to the editors present, I said: "I believe that the profession which is so far-reaching in its influence should receive more thought and more careful preparation than is generally bestowed. Men should be carefully educated for this as they are for other professions. There should be schools of typography and journalism. * * * * Industrial schools are the crying want of our country. It is an age in which knowledge is power in every trade and more practical power of that kind is needed. So far has invention advanced all our trades, that a practical, thorough education is requisite to any degree of success and no man, as a rule, can expect to be permanently and worthily successful in any calling which he does not understand in all its branches. * * * * *

"I would rather be one of the founders of such a school than the founder of a fortune.

These newspaper ideals were held and expressed twenty-eight years ago, away up in Minnesota, and the desire to help to work out these ideals led me to the formation of the National Press Association and finally to the abandonment of the pleasant and profitable calling and business of conducting a daily and weekly newspaper and a successful job office and bindery, in a city that had been my home from boyhood, in order to establish the National Printer-Journalist for the advancement of these ideals. Today we have our schools of journalism and two or more schools of typography, and our institutes of typography in the form of most useful cost congresses all over the land, and two great national organizations of employing printers, and the National Press Association and the American Newspaper Publishers' Association, growing out of the former, and many others. And the newspaper ideals have greatly advanced, both as to numbers and substance and as to remuneration—

one man with good reason and logic contending that every editor should have a net annual profit of six dollars for every subscriber to his paper. Remuneration always increases with the usefulnes of a calling or with the respect in which it is held.

Newspaper Ideals remain to be attained. The first is the old one of giving the news, of home, state, country and the whole world in the order named, but fearlessly and without prejudice and in a way to awaken and retain an intelligent and increasing interest; stimulate and satisfy legitimate curiosity and to impart real knowledge.

Second. To instruct or educate through ably written editorials; to interpret the facts, for, as the Dean of your school has aptly shown, the function of the editor is that of the interpreter, through comparison with historic or near-by events, through reasoning based on broadest knowledge, observation and good faith as to effects and application as to results.

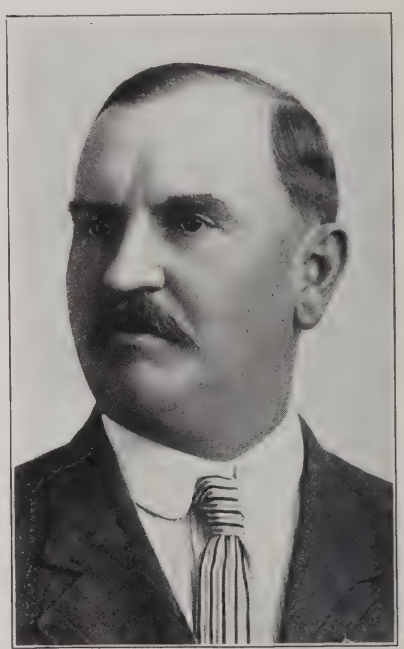
Third. Service. There is no higher ideal in the calling than this. The President of the Associated Press, Melville E. Stone, a man of widest possible observation and success in the calling, has recently placed usefulness

AT HOME OF E. W. STEPHENS
Columbia, Mo.

or service as the first and most important factor in newspaper making. No other calling affords so numerous and important opportunities for usefulness as does that of journalism. I have already indicated several of these along the lines of giving news that is helpful, in the quotations from my address of 1884, but there are others more direct and appealing. Among these, founded on duty to country and community and obligations to subscribers are: Direct work for good government, for better social conditions, for all measures for the promotion of sanitation or the safeguarding the health and security of the people, for improvement of homes, towns and all social, moral and material conditions; for good roads and streets, play-grounds and parks, for good schools, education, and true religion, and all humanitarian and benevolent institutions, and the promotion of patriotism and a broad philanthropy.

Fourth. Comradeship. There is no greater need in a newspaper or among the people than true comradeship—close, cordial fellowship, intimate association and companionship, a mutual understanding, sympathy and true friendship or friendliness among the people, who look to the newspaper as their instructor, counselor, helper and guide in all their worthy aspirations and undertakings, in their needs, difficulties, discouragements and sorrows as well as in their joys and achievements. On April 11th, just past, there died at St. Cloud, Minn., a young newspaper man, Maurice Warren Eastman, son of Hon. Alvah Eastman of the St. Cloud Journal. He had chosen the newspaper business as his calling from boyhood and had thoroughly fitted himself for the work. He had graduated with honor at Dartmouth only two years before and entered at once with enthusiasm on his life vocation, but unfortunately he was taken ill and died. His ideals remain and being immortal, still speak through the appreciation of his character and his preparedness for his work, as recounted by his friends, and the words of his pastor in describing the young newspaper man's characteristics are especially valuable in considering this newspaper ideal. The Rev. Paul D. Dangingberg, in a most eloquent and pathetic tribute said:

"Maurice Eastman was an example, a type, of the finest young manhood of this country. Upon him and such as he the life of our democracy rests. He cherished an ideal, an ideal of attainment and perfection for himself and of service and joy for his friends and fellows. This ideal was the lode star of his life. He had



Friend W. Richardson, Gazette, Berkeley, California—Member of National Press Council; President California Editorial Association.

the patience, persistence, thoughtfulness, reserve, to attain much skill in the mastery and technique of his profession—and none of the professions are more exacting or arduous than the one to which he dedicated himself. Had he lived I looked for him to become one of the leading journalists of the state and country.

"But more than skill, he carried into his work and into his life good comradeship. The secret of good comradeship is one which many men do not know at all or never find out. It means justice, frankness, strength, independence, generosity. Good comradeship is the life of democracy and of religion and in the character of Maurice Eastman it found beautiful expression."

Then let us all exalt the high ideal of genuine comradeship in the newspaper—a sympathetic, loyal friendship for all the people that will permit nothing less than absolute loyalty, helpfulness, truthfulness, "justice, frankness, independence, strength, generosity"—that is the very life of true democracy, of community upbuilding and progress and of the broad religion of humanity.

(*Concluded in July Issue*)

The Convention of the Sixth Industry in the Sixth City

First Annual Convention, Ben Franklin Club of America, Cleveland, June 20, 21, 22, 1912

THE first annual convention of the Ben Franklin Club of America at Cleveland on June 20-22, promises to be a gathering of tremendous drawing power. The arrangements are being rapidly completed, the members of the local Ben Franklin Club doing all that lies in their power to make the stay of the delegates in the Forest City as agreeable and as delightful as possible.

The general arrangements of the program are being tentatively made. The morning of the 20th will be devoted to registration and committee business. The convention will be held at Euclid Arcade, and the local committee are to be congratulated upon their selection of the venue. The fifth floor will be the convention hall, and there is ample room for seating over six hundred people. On the fourth floor will be a great exhibition of printing machinery. Twenty spaces have been set apart for the display which will be the most complete of its kind ever got together. To show the interest which the members of the Allied Trades have taken in the display, it is only necessary to say that every available space was eagerly taken up at the earliest opportunity.

The program is an excellent one from every standpoint. President W. J. Hartman will give an address upon "The Growth of Ben Franklinism, and What It Has Accomplished"; H. L. Bullen, librarian of the American Typefounders' Co., will speak on "The Boy," which is a very pertinent question in the discussion of the future of any trade; Herbert L. Baker of New York will talk upon "Press Room Production," a subject that he is well qualified to handle; R. S. Denham, of Denhamethods fame, whose home is in Cleveland, will appear on the list of speakers and give his views on "Analysis and Co-relation of Production and Expense"; M. C. Rotier of Milwaukee is down for a talk on that important feature of the printing business, "Salesmanship." J. S. McMillan of Monroe, Mich., an enthusiastic organization advocate, will point out the importance of "Make Ready" in all walks of life, especially by the printer; C. Lee Downey, Cincinnati, a live wire in the cost finding game, will discuss "Proving and Using Costs"; President J. M. Thomssen, of the Cincinnati Ben Franklin Club, has chosen for the subject of a talk an important point sometimes overlooked by printers, "The Value of Printing Plants," while G. H. Gardner, an active Ben Franklinite at Cleveland, will give a talk on an interesting topic to be chosen later; Earl R. Britt of St. Louis, who has worked so hard in the matter of education of the printer in the matter of costs, will give some sound views on "Practical Value and Worth of a Cost System"; R. T. Porte, secretary of the Cincinnati Ben Franklin Club, has been assigned the topic, "Costs in a Country Printing Office," a subject which he can handle with considerable skill and convincing ability; Charles C. McCoy, manager of the Printing Trades News, of New York, will speak on "Organization Progress of the Last Three Years." The speaker has a wide grasp of his subject and is perhaps more competent than any one else to speak of what has been done, because he is able to handle it without bias. G. M. Booth of Wichita, Kansas, will bring with him a "Message from the Southwest"; J. F. Trezise, chief instructor of the I. T. U. School of Printing in Chicago, will give a stereopticon lecture entitled "The Application of Design to Printing," showing what the members of his organization are doing to improve typographical art. J. J. Miller, president of the Ben Franklin Club of Chicago, will talk on "Machine Composition," while on the afternoon of the 21st he will preside over a separate session of trade machine men at the Cleveland Athletic Club. Mr. Peterson of Chicago will talk upon "Trade Composition: Past, Present and Future"; C. F. McElroy, the energetic secretary of the Ben Franklin Club of Cleveland, will give a talk upon "Standardization of Measurements and Costs." This session will be followed by a banquet.

The address of welcome to the visiting delegates will be made by the president of the local Chamber of Commerce and responded to by J. F. Berkes, president of the Ben Franklin Club of Cleveland, while it is expected that Senator Burton will be on hand to lend assistance in making the opening proceedings as eloquent as possible.

The creature comfort of the delegates will be well looked after. The committee have matters in hand for a smoker on the opening evening so that those in attendance may get acquainted with each other. On the afternoon of the 22nd there will be an automobile ride, and on Saturday evening a steamer will be chartered for the purpose of a lake trip.

Cleveland will be at its best, the weather will be all that can be wished, and many printers will thus have the opportunity afforded them of combining business and pleasure.

On the sixth floor of the Euclid Arcade is the Cleveland Fellowcraft Club, an organization of printers and members of the Allied Trades. The doors of this club will be thrown open to the delegates during the convention, who will be welcomed in a manner that will spell sincerity in all its meaning. Thus those who are present will find everything they need for education and enjoyment under one roof.

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Give the Women a Chance

The question whether women should be admitted on equal terms with the men at schools of journalism has aroused considerable comment. In the opinion of James M. Lee, director of the Department of Journalism at New York University, women should be afforded whatever help such schools have to offer. In speaking of the conditions at New York University, he said recently: "While we pay more attention to the magazine than to the newspaper game, the women students have done excellent work. In fact they have probably sold more manuscripts than the men. At the other colleges where courses in journalism are given, women have received high marks in their studies. Dean Williams, of the School of Journalism at Columbia, Mo., tells me that the women students there have ranked in their work equal, if not superior, to the men, and that of the four graduating classes in the School of Journalism, two have had a woman president. He adds that the presidency is, to a degree, at least, a reward in scholarship.

"The question is not whether women should go into newspaper work—for they are already in—but whether they are to have a square deal at the school. Even if an instructor objects to giving votes to women, it does not necessarily follow that he should object to giving notes on journalism to women. The fact should not be lost sight of that the history of journalism shows that the honor of publishing the first daily paper in the English language belongs to Elizabeth Mallet, who started the London Daily Courant in 1702. American journalism is full of successes achieved by women."

Words to Memory of a Mother

Mr. Omar D. Gray dedicated the entire first page of his Sturgeon, Missouri Leader, May 2, to the memory of his mother, who died April 27, in her sixty-fourth year, at her home in Sturgeon. One of the striking features of the page, is a three column half tone portrait of Mrs. Gray, "seated on her favorite horse, with her home in the background."

Under this portrait are the following simple but pathetic words of recollections and tribute written by the bereaved son, that do him honor:

"Her's was a most unselfish life. She hardly ever thought of self. She was a friend of the poor and the unfortunate. She could not stand by and see human beings or dumb brutes abused or mistreated. She always had around her many of the pets of the town—especially those without a home. I have known her to leave home on a bitter, cold night, untie from a hitch-rack a suffering horse whose owner was drunk, and lead the horse to a warm shelter. She had the milk of human kindness in her veins. Though never perfectly healthy she was the most energetic of women. When the occasion demanded it years ago, she conducted a store in Sturgeon and was successful in business as an assistant to her husband, the late Henry Lock Gray, for fifteen years. She was one among the first women to settle in Sturgeon. Her father was a physician, Dr. John R. Dinwiddie. Her mother was Mrs. Ellen Dinwiddie-Croswhite. She helped those whom others refused to befriend. Many a boy owes his start in life to her assistance. To her I owe more than I can tell. She never lost faith in me. When I suggested thirty years ago—I was twelve years of age—that I would like to be a newspaper man she helped me to purchase my first printing plant and with her own hands she assisted me in printing cards for the trade. When I went to Louisiana, Mo., to learn something practical about newspaper publishing and again when I entered the State University at Columbia, it was her pin money and encouraging words that helped me to succeed. She was all that a mother could have been to me—kind, sympathetic, encouraging, and patient. In the closing hours of life's pilgrimage she was tenderly cared for by loving hands, and she passed away sweetly, peacefully. No more will I hear her say "my boy" as her arms folded round me. The long watches of the night are over, and she is gone—but we meet again. Here is the consoling thought; without it, what is life? Mother safe! We laid her away at Mt. Pisgah and piled on the flowers she loved so dearly."

On the page are found many beautiful tributes and thoughts of "Mother" in poetry and prose. The following from the Columbia, Mo., Tribune, tells an affecting story of the mother, and of the son's loyal devotion:

Mrs. Gray was born at Bloomington, Macon, county, Mo., on March 21, 1848, and was married to the late Henry L. Gray in 1867. Of this union, one child, Omar D. Gray, editor of the Sturgeon Leader and the Columbia Statesman, was born and survives the mother to whom he has been most devoted. The world seldom sees a son so devoted to his mother that their relation amounts to companionship, but such has been the attitude of this mother and her son and the great respect and love which Omar D. Gray cherished for his gray haired mother was a source of great happiness to her and a matter of commendable remark among their friends and acquaintances.

After the funeral sermon Walter Williams, dean of the department of journalism in the Missouri University delivered a funeral oration in which he paid the highest compliment to the many good and excellent qualities of the deceased. Mr. Williams has for many years been a warm personal friend of Mrs. Gray and was a frequent visitor at her home and was perhaps better qualified to speak a euology over her remains than anyone not connected with the family.

Mrs. Gray was a woman possessed of the highest ideals. It was her purpose in life to make those about her happy and her benefactions were numerous, and especially to the indigent and destitute negros in the vicinity in which she lived. She had the very kindliest feeling for the old slave darkies and her beneficence has often lifted a heavy load from their ill-reasoning minds and filled their grateful hearts with joy, for she both taught them and provided for them in times of need. No woman was held in higher esteem by her friends and acquaintances.

A New Man in Charge of Job Review Department

Leon H. McNeil, who takes charge of the Job Review Department this month, was born September 24, 1875, at Tecumseh, Mich. He took up the stick and rule in October, 1890, with the Tecumseh Herald, and worked in various newspaper and job offices in Michigan and Ohio until July, 1902, when he started in business for himself and conducted a shop at Carey, Ohio, until April, 1908

LEON H. McNEIL

selling material to the Langley Printing & Advertising Co. Marion, Ohio.

He conducted the New Carlisle Sun at New Carlisle Ohio, during 1908, entering the employ of Mr. Langley at Marion, Ohio, in the spring of 1909.

He claims to have done the best work of his career while with the latter concern, as he had an abundance of modern material to work with, and designed and printed work that received the highest praise in every trade journal in the United States.

His work received more favorable comment in the trade journals, and more space was devoted to reproducing his specimens from the summer of 1909 until the Christmas numbers of 1910, than that of any other typographer barring none.

He accepted foremanship with Blackford & Creighton Findlay, Ohio, in the fall of 1909 (Mr. Langley at that time going out of business).

He has won two first prizes, one second prize, and one seventh prize (all cash prizes) in seven contests entered. He is married and has three "prize-winning" children.

The editor hopes that he will be a prize winner in his department and give some of the principles that guide him in type combinations.

National Press Association Convention June 24-27

NEVER in the history of the National Editorial or National Press Association has there been such a widespread interest in the organization or the program in the course of preparation for the meeting to be held at Chicago, June 24 to 27. The co-operative spirit prevails and there is untold interest in the department meetings. Every subject pertaining to the welfare of the craft is ably handled by competent chairmen. The supply men and the larger publications are taking hold as never before. Several metropolitan dailies, including the Cleveland Leader and Chicago News, have affiliated with the organization. The papers from the medium sized cities of one hundred thousand and over, are also coming forward with their membership. The weekly publications and the small dailies also take a keen interest in the new departure and are making inquiries and seem keenly alive to the advantages to be derived. The secretary's office is besieged with inquiries and the meeting from all appearances promises to be the best from every standpoint ever held by the association.

In the department work each delegate or member in attendance will receive a course of instruction in four days that cannot be obtained in as many years in the usual business procedure. It is the golden opportunity for advancement in newspaper work and no wide-awake publisher, large or small, can, without serious personal loss, remain away from the gathering.

The Supply Men Active

Mr. W. H. French, chairman of the committee on exhibits, is receiving numerous inquiries for space, and has already booked the larger manufacturers in the printing trade supplies. This exposition of printers' material and machinery will be a school of education well worth the cost of railroad fare and hotel bills. Each delegate or member attending is enabled to personally feel the touch of the pulse of any machine that he is interested in and contemplates purchasing. It will be the greatest exposition of machinery ever displayed in the United States.

PRESIDENT ROBERT E. DOWDELL

General Program

President R. E. Dowdell is hard at work on his general program, and has secured many celebrities who will be interesting, instructive and entertaining.

Department Program

Walter Williams, chairman of the Department of Journalistic Education, says: "The Department of Journalistic Education will hold two sessions, Monday and

Tuesday afternoons, June 24 and 25. The first afternoon will have as the chief topic of discussion 'Education for Journalism.' The principal address will be delivered by Dr. Talcott Williams, former managing editor of the Philadelphia Press, recently appointed director of the Pulitzer School of Journalism at Columbia University, New York. The topic for discussion Tuesday afternoon will be 'The Professional Journal as Teacher,' and the

VICE-PRESIDENT A. D. MOFFETT

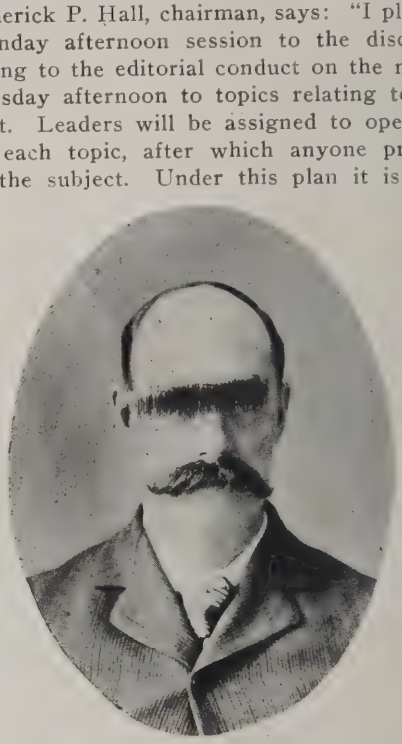
chief addresses will be by Frank L. Blanchard, editor of the Editor and Publisher, New York City, and B. B. Herbert, Editor National Printer-Journalist, Chicago. Other subjects to be discussed will be 'The Education of the Printer,' 'Some Things Schools of Journalism May Accomplish,' and 'Education in the Country Newspaper Office.' The names of other speakers will be announced later. Homer Croy, editor of the Magazine Maker, New York City, will act as secretary of the department."

Department of Weekly Newspapers

Ovid Bell, chairman, writes: "Mr. Walter G. Bryan, an executive official on the Chicago Tribune advertising staff, will give a shop talk on advertising under the weekly newspaper division of the National Press Association at its meeting in Chicago in June. Mr. Bryan graduated from a country newspaper office in Missouri to work on the old Kansas City Times. Then he went into the advertising department of the Kansas City Journal as the cub, and within three years was manager of the department. He remained in Kansas City several years, going from there to St. Louis to be business manager of the St. Louis Star, then owned by E. G. Lewis. He has been with the Chicago Tribune since last year, his work there being the promoting of the Tribune by advertising its advertising. Among advertising men Mr. Bryan is considered one of the best in the West. His success in Kansas City was phenomenal, and his subsequent work has been even more noteworthy. Though his work in later years has been with metropolitan newspapers, he knows the country newspaper side of advertising, and will talk for the benefit of country publishers. He knows how to make advertising pay both the advertiser and the publisher, and his address will be a heart-to-heart shop talk on the most vital feature of successful newspaper publishing. I have several other acceptances of places on the program and am confident of having a program that will be helpful and that will make weekly newspaper publishers glad to attend the meeting."

Department of Daily Newspaper

Mr. Frederick P. Hall, chairman, says: "I plan to give up the Monday afternoon session to the discussion of topics relating to the editorial conduct on the newspaper, and on Tuesday afternoon to topics relating to business management. Leaders will be assigned to open the discussion of each topic, after which anyone present can enter into the subject. Under this plan it is hoped to



SECRETARY W. H. PARROTT

bring out the different views on various phases of editorial and business management. We want to make these sessions intensely practical and interesting."

Wednesday evening, June 26, "The Ethics of a Newspaper Man," by James Schermerhorn, Detroit Daily Times.

Department Publisher, Printer, Cost System

The American Printer, 25 City Hall Place, New York
May 18, 1912.

Mr. B. B. Herbert, 4618 W. Ravenswood Park, Chicago, Ill.

Dear Mr. Herbert: For your information and the preparation of your article relating to the National Press Association convention I would say that the report of my department to date is as follows:

"The Cost System in Newspaper Printing Shops," by A. B. Jordan, publisher, "Herald," Dillont, S. C.

"Printing and Business," W. J. Hartman, Chicago.

"Printing Plant Insurance," A. J. Ferris, secretary Graphic Arts Insurance Co., Philadelphia.

"Costs in Small Printing Office," R. T. Porter, Cincinnati, O.

I have also written to others, but have not made definite arrangements. Perhaps it would be well not to make mention of them until I get definite advice.

Looking forward to seeing you at Chicago, I am,

Very truly yours,

JOHN CLYDE OSWALD.

Entertainment

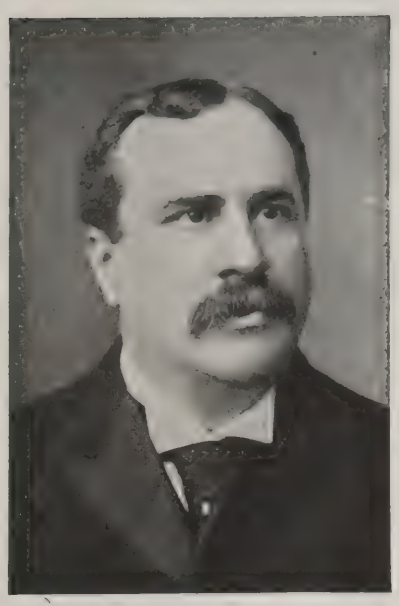
Never before has the entertainment committee been in so competent hands, and never before have the attractions been so great or varied. They will not only be instructive but pleasing and entertaining. The ladies are especially well provided for and the wife or sweetheart who does not insist upon attending will make a serious mistake. The program, subject perhaps to a rearrangement as prepared by Charles E. King, president, is as follows:

Monday evening, theatre party.

Tuesday morning, visit to Marshall Field's store and

A. W. GLESSNER
Galena, Ill., Gazette

PAST PRES. WILL H. MAYES
Daily Bulletin, Brown Wood, Texas



E. H. PIERCE
Revere, Mass., Journal

G. E. HOSMER
State Public Printer Denver, Colo.

ERWIN C. FUNK
Democrat, Rogers, Ark.

J. BYRON CAIN
Belle Plaine, Kan., News

W. G. PURCELL
Editor Chief, Broken Bow, Neb.

OMAR D. GRAY
Leader, Sturgeon; Statesman, Columbia, Mo.

L. A. SHERMAN
Times, Port Huron, Mich.

SOME MEMBRS NATIONAL COUNCIL, N. P. A.

luncheon at Marshall Field's. Ball game, 3:30. Boat ride, 7:30.

Wednesday afternoon, visit to Selig-Polyscope Company.

Wednesday evening, visit to Riverview Park.

Thursday morning, reception and luncheon at Art Institute.

Thursday afternoon, reception and musical at Press Club.

Thursday evening, visit to White City.

No effort has been made to enlarge upon the bare announcement. It might be well to say that the visit to Marshall Field's, prepared especially for the ladies, will be of untold interest because every part of the great store

Charles E. King, Chairman Entertainment Committee, Chicago

will be visited, and in fact it will be a peep behind the scenes.

The boat trip will be delightful, covering a distance of about forty-five miles on the lake, with a program of dancing, vaudeville, luncheon and other features of interest.

South Dakota

The committee on the South Dakota trip and entertainment are hard at work, and while not ready to make a report, have the matter well in hand and the trip through this hospitable state will be full of interesting and instructive features and all at a cost that will be cheaper than staying at home.

The Illinois Press Association and the Inland Daily Press Association have voted to affiliate with the National Press Association, and instead of holding their regular mid-summer meeting, will attend in a body the meeting held in Chicago, June 24-27. The Cook County Press Association will do likewise and plans are under way which will probably result in the Illinois Daily Press Association making a similar arrangement. All in all, it looks very promising and the meeting will be the cornerstone of the greatest newspaper organization in the world.

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BUSINESS OFFICE TOPICS—MONDAY AFTERNOON

Frederick P. Hall

Advertising Rates: Which is better, a flat or a graduated scale, and what is a fair minimum rate per thousand of circulation for papers with an issue of from 2,000 to 10,000 copies? Should there be any difference between the local and foreign rate?

What rules should govern the exploiting of business and amusement interests in the news columns of our

MISS FLORENCE DYMOND
Louisiana Planter
New Orleans, La.
Member National Press Association Council

papers? Who should make and interpret these rules, the publisher or editor, when distinct?

Are contests and premiums necessary evils in the promotion of circulation?

What proportion should the receipts from circulation bear to the receipts from advertising on a two-cent paper and on a one-cent paper, to be reasonably healthy? (Publishers are urged to bring these figures in their own experience to the meeting for interest in comparison.)

Do publishers of small city newspapers realize as good a return on their capital and as good salaries for their services as manufacturers or other business men of equal brains? If not, why not? What net profit per subscriber

should a healthy daily newspaper yield its owner? Is any one getting the $6 advocated by Arthur Brisbane?

Editorial Department Topics—Tuesday afternoon

To what extent is the newspaper held responsible for the moral, social and political condition of a community? How does its responsibility compare with that of the church or school?

To what extent should the newspaper seek to direct municipal policies and exercise an influence over the chosen representatives of the people?

Is a partisan newspaper justified in supporting the men it believes best qualified for office in municipal campaigns regardless of their political preferences?

Should a newspaper be expected to print signed articles supporting the candidacy of men whom the paper is oppos-

MRS. WM. C. HAMMER
Courier, Ashboro, N. C.
Member National Press Association Council

ing, or opposing men whom the paper is supporting, except at space rates?

In a well balanced daily newspaper what proportion of space should be given to departments and outside features after covering well the local and general news?

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THE EDUCATIONAL DISPLAYS OF THE EXHIBITION AT THE NATIONAL PRESS CONVENTION

Exhibit of Barnhart Brothers and Spindler

In the forthcoming National Press Association meeting at the Sherman House, June 24-27, Barnhart Brothers and Spindler will have a very interesting and complete exhibit of their specialties in addition to machinery, etc., which they sell. Among the specialties are all-steel equipment for composing rooms, all brass galleys, electric welded chases, iron and steel furniture, etc., etc.

Die Making Machine for Cut-Out Work

The display of the J. A. Richards Company, of Albion, Mich., showing a full line of beautiful cut-out work produced from their famous "Multiform" outfits, is to be one of the best and most interesting features of the supply exhibit. They were in evidence at all the recent cost congresses and attracted everyone with their unique machines.

H. B. Rouse & Co. Exhibits.

The business of H. B. Rouse & Co. was established in the spring of 1899. The first tools placed on the market were the, now well-known, Rouse lead and rule cutters and Rouse job sticks. To these excellent tools others have been added from time to time until now the list of Rouse time-savers for printers includes nearly everything needed in the modern composing room—lead and rule cutters, four styles; Rouse mitering machines; Rouse lino-slug cutters; Perfection proof press; graduated galleys; composing sticks; register hooks; iron bases; register quoins; composing rules; form trucks; Ideal vibrators; star wheel sets.

Beginning with almost no capital, the merit of the goods, coupled with a straightforward method of doing business, has caused the enterprise to grow steadily until the volume of the business now far exceeds that of any similar line of tools in America, and Rouse tools are generally recognized as absolutely the best to be had. Some of the most recent additions to the line are: Rouse mitering machine, Rouse lino-slug cutter, pica stick, Rouse newspaper bases, Rouse graduated galleys, the Lund extension delivery, Rouse (telescopic) line gauge and the Perfection proof press, the last three just being placed upon the market.

The business was moved in the fall of 1904 to 2214-2216 Ward St., where they occupy their own factory—one of the most modern and completely equipped establishments of its kind in existence.

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HAMILTON MFG. CO.—STEEL FURNITURE

B. B. Herbert, National Printer-Journalist, Chicago, Ill.

Dear Sir: In answer to your favor of the fifteenth, your readers will undoubtedly be interested in the development of our steel plant where the printers' steel furniture as shown in our new catalogue of same is being built. This business requires specially constructed buildings to hold the enormous weight of the ponderous machinery required to stamp and form the steel work in the cabinets. At the present time we have one large building which is in full operation. The building is of massive construction—steel concrete and brick, absolutely fireproof. This building, together with the new building we are at work on at the present time, will give us in all a total floor space of close to 100,000 square feet.

In designing and building steel furniture, we have had the benefit, of over thirty years' experience in building printers' furniture of wood. This, combined with experts in the manufacture of steel furniture drawn from various parts of the country, gives us in our steel plant an organization unequalled anywhere, as clearly evidenced by the goods we are producing.

Samples of our steel furniture will be on exhibit in Chicago during the meeting of the National Press Association.

With kind regards, we remain,

Yours very truly,

The Hamilton Mfg. Co.,
THOS. W. SUDDARD.

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THE STAR TOOL MFG. CO.

Mr. B. B. Herbert, National Printer-Journalist, Chicago, Ill.

Dear Sir: We have received yours of the fifteenth inst. in regard to our proposed exhibit at the National Press Association meeting at Chicago in June, and note your request for some data in regard to our products.

Our line of tools is not large, but we are adding to them gradually, and what we have are the very highest order and superior to anything in their line. Our business slogan is "Tools of Quality for Particular Printers," and we only produce such tools as are better than any other. We enclose a circular of the famous Star composing stick and Star line guage which will doubtless give you the information desired.

We will probably exhibit some other tools at the convention, but we have no printed matter as yet made up for

them—in fact the tools are just through the experimental stage, and we are making up some samples. We have been in business for about five years, and our tools are widely known and used throughout the United States and Canada, and there is a splendid demand now in foreign countries.

We note your invitation to join your list of advertisers, but at the present time we are not taking on any new mediums, but later on might look into your publication further. We thank you for the opportunity of what publicity you may kindly give us, and with best wishes, we are, Yours truly,

W. W. ELLSWORTH,
Secretary and Treasurer, The Star Tool Manufacturing Co.

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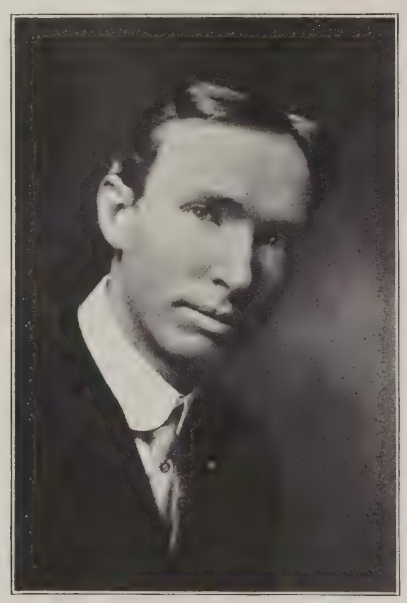
MILLER SAW-TRIMMERS

The first Miller saw-trimmer was built in Denver, Colo., and installed in the office of the Denver Times in 1899. Saw-trimmer No. 2 went to Republican Publishing Co., Denver, the same year. Post Publishing Co., Smith-



JOHN C. ROGERS
State Gazette, Dyersburg, Tenn.
Member National Press Association Council

Brooks Printing Co., Denver Type Foundry, Eames Bros., Western Newspaper Union, all in Denver; St. Louis Chronicle, St. Louis Post-Dispatch, Little & Becker, St. Louis; Tengwell File & Ledger Co., Ravenswood, Ill., Post, Excelsior Printing Co., Peterson Linotype Co., Chicago; Kansas City Star, Springfield Publishing Co., Springfield, Ohio; E. R. Andrews Printing Co., Rochester, N. Y.; Duluth Evening Herald, Woodward & Tiernan, St. Louis, quickly followed with orders for saw-trimmers. The important feature in this recital of early users is that all but one of these machines are still in active operation. Saw-trimmer No. 1 was repurchased by the Miller saw-trimmer Co. in 1910, for sentimental reasons and a later model substituted in the Denver Times office. Any manufacturer might well be proud of this actual running record.

From time to time the machine has been improved. These improvements are the result of the practical suggestions of America's practical printers. In the universal type of machine Mr. H. G. Miller, the inventor as well as manufacturer, conceived the possibility of building a combination precision machine whereby every cutting operation known to the modern composing room might be accomplished by a quick, direct, exact method, the finished product standardized to the American point system.

Hence, every attachment designed was made applicable to the universal saw-trimmer. This combination machine does the work of ten or twelve separate machines, secures the result quicker and with more accuracy than can be done on separate machines. To do this it was necessary to so design each attachment that it could be easily applied and conveniently operated. Mr. Miller never does things half-way.

In consequence of this thoroughness of method, and a scientific study of the practical printers' requirements, this quality-builder produced this ideal equipment. A universal standardizer.

Here are ten or twelve machines all in one. No shift of belt or pulley to secure the various speeds required. Apply any attachment you desire, turn on the current and your machine is in operation. With such consummate ingenuity and nicety have these attachment been designed that no tools other than the human hands are required to make any change from one device to another. Ten seconds only are required to make the simpler changes, like shifting saw heads, changing router to drill, or jig-saw. One minute only is required to make the most complex change.

Wherever type and furniture and cuts are used the Miller equipment can be profitably utilized. The cost system era, now in swaddling clothes, is the great eye-opener for the installation of this machine. Printers are beginning to realize as never before the amount of time and labor wasted by their high-priced printers in justifying and registering standard material with non-standard.

The Miller saw-trimmer company is now located at Alma, Mich., where they have recently erected a new factory building, modern in every particular, equipped with the most improved machinery, and many special machines.

During the thirteen years of its existence the Miller Saw-trimmer Company has specialized on the design, construction and perfection of this one product. Wherever type and cuts and presses are used, in every quarter of the globe, you will find this precision machine in daily operation. It is the printers' universal standardizer.

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The Challenge Machinery Company

Dear Mr. Herbert: The Challenge Machinery Company, Grand Haven, Mich., with Chicago warehouse at 124 S. Fifth avenue, between Monroe and Adams streets, will display its extensive line of paper cutters, the widely-known "Advance" in the latest lever pattern, and the popular "Diamond," combination lever and power. The Ribbon mercantile addressing machine, one of the late creations of the company, for rapidly filling in addresses of typewritten letters, and for every other addressing purpose, and other machines of this type, will be exhibited. Also, the company's almost unlimited line of galleys, in brass, zinc and steel; its iron and metal sectional blocks and register hooks; its quoins and quoin keys; Hoernor's type-high machine; and a number of other printing office requisites. The company's Stonemetz two-revolution and Diamond cylinder presses cannot be exhibited at the convention hall, owing to lack of space, but they may be seen in operation at the Chicago warehouse, at the above address.

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A. F. Wanner & Company

The National Printer Journalist, 4618 W. Ravenswood Park, Chicago, Ill.

Gentlemen: Answering your kind favor of the fifteenth instant, by Mr. Herbert, beg to advise that we shall exhibit at the National Press Association, at the Hotel Sherman, in June, our well-known line of Potter proof presses.

This firm, viz.: A. F. Wanner & Co., 431 South Dearborn street, Chicago, are manufacturers and manufacturer's agents of printing machinery and supplies, the most notable of our products being the Potter proof press, the Wilson patent adjustable block, and the Suddard block system. The Wilson block has been on the market for over ten years and is in satisfactory use in the large printing plants in the country.

The Suddard block system is also in extensive use, giving excellent service where small sectional blocks and small narrow margin hooks are required.

The Potter proof presses have enjoyed a phenomenal sale since their introduction and are now in use in over five hundred of the best equipped plants in the United States and Canada. Large orders from foreign countries also testify to its undoubted merit. This machine takes proofs under the same conditions as the run, which is the only sensible, systematic way. A proof is a test of the composition and the printing form before printing, and accuracy can only be obtained by hard fixed impression such as is given only in the Potter proof press.

The machine is made in three sizes and five styles, which are adapted to every condition a printer could have.

Trusting that this gives you the desired information, and with many thanks for the privilege, we remain,

Yours very truly,

A. F. WANNER & CO.

H. W. Hasker, Treasurer.

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WHAT COLLEGE MEN LEARN

There are some kinds of college education that pay—and pay handsomely—was the nub of a report read by the dean of the New York University's School of Commerce at a recent dinner in New York. According to this statement, graduates of the School of Commerce receive the first year after graduation, an average monthly salary of $135.30, or $32.50 a week. The average Harvard B. A. gets $15 a week, and the Princeton man starves on $6. The School of Commerce man keeps up the pace, too. His second year's work brings him $42 a week, and in the ninth he averages about $80. He graduates at twenty-five, and at thirty-four is earning nearly $4,200 per annum.

This is a case of a college degree meaning dollars and cents. It shows the value of technical training for any occupation. These men get good salaries, because they save more than their salaries for their employers. The majority of them are accountants and auditors, who introduce efficiency systems and stop useless drains. They apply the science of mathematics to the business of production and distribution. They are taught the laws of trade that other men pick up haphazard through costly experience. They are producers because they make what is produced count for more than it would without their methods.—Richmond Times Dispatch.

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THE PRINTER'S RULE

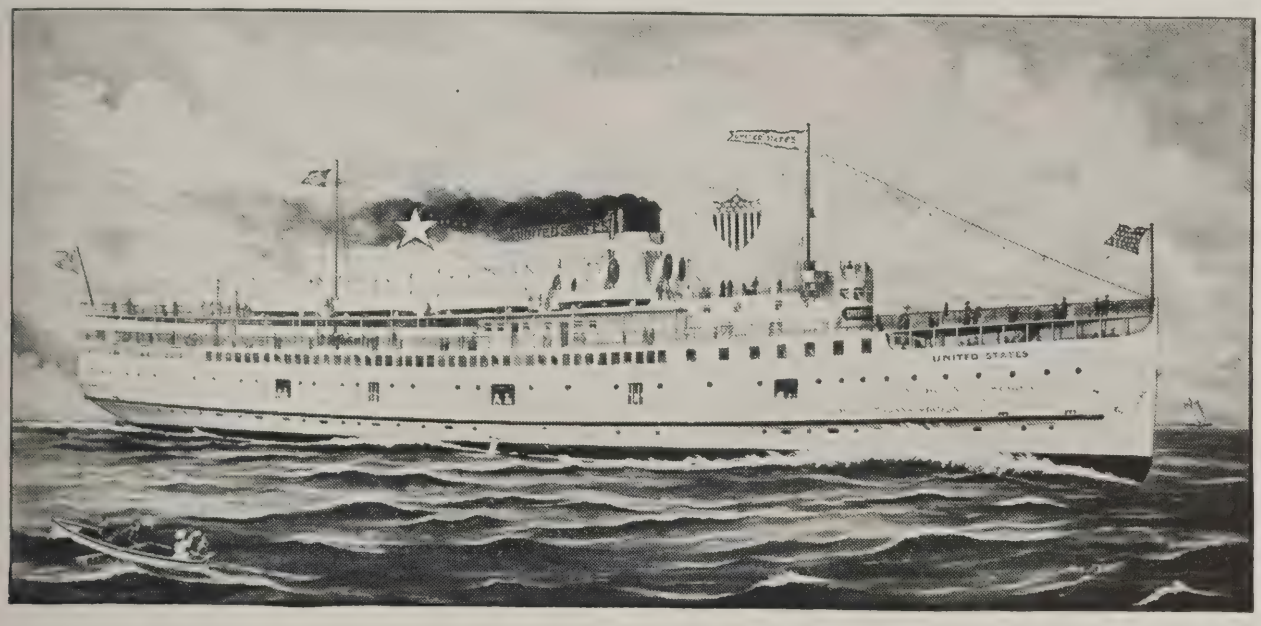
By Roscoe E. Haynes

The Printer's Rule is a handy tool
Whatever the job may be;
From eating pie to pulling tacks,
Or ripping envelopes up the backs,
And even down to cleaning cracks,
It's the Printer's Rule for me.

You can drive a screw, or cut off a "chew";
You can whittle, or pick, or dig,
You can spread your bread, or clean a fish,
Or scrape the sides of a chafing dish,
Or do 'most anything a man could wish
With this little "rig-ma-jig."

The familiar click of the rule and stick
Is music to my ears;
And though no longer I "work at the case,"
Since the "lino" has joined the merry race,
In my heart is reserved a tender place
For my old friend of former years.

And on Judgment morn, when Gabriel's horn
Sounds through the Promised Land,
The Printerman won't have to wait.
For I'm sure that he will not hesitate
To try to open the Pearly Gate,
If he has his Rule at hand!

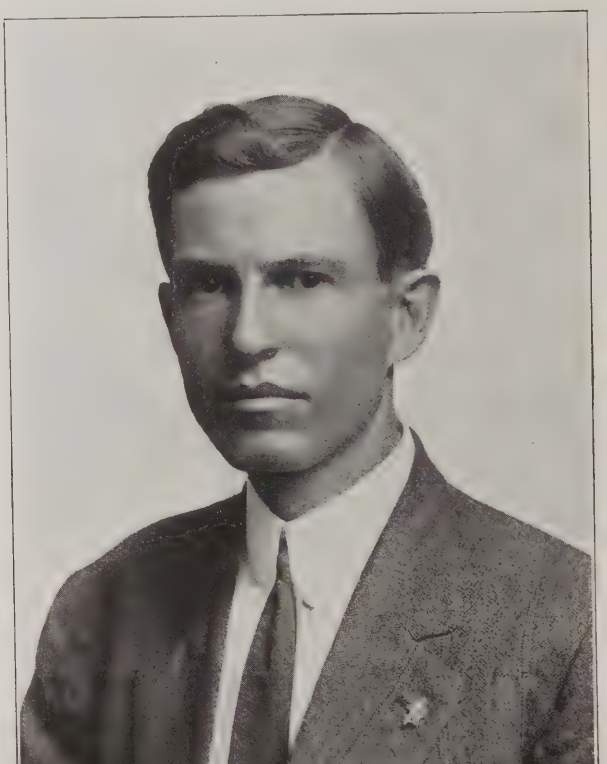


STEAMER UNITED STATES
On Which Editors Will Enjoy Lake Excursion, 7:30 P. M., Tuesday, June 25th.

The Press Club of Chicago to Entertain Editors

CHICAGO Press Club is noted for hospitality and liberal entertainments that are of unusual uniqueness and interest. The ladies accompanying the members of the National and the Illinois and Inland Daily Press Associations that meet in Chicago, June 24-27, will be especially delighted with the courtesies to be extended to them, for the particulars of which the program given in this issue should be consulted. A vice-president of the United States is generally considered good authority on such matters as hospitality, receptions and social affairs generally. Chas. W. Fairbanks, after enjoying the courtesies of the club in 1909, graciously declared that:

"No one who has not enjoyed the hospitality of the Chicago Press Club knows what he has missed. I am deeply sensible of the fact that I have never known Chicago at her best until today; have never known the real source of her



DOUGLAS MALLOCK
President Press Club of Chicago

strength and the secret of her renown. Chicago is here. The Press Club is Chicago incarnate. This is what makes Chicago famous."

What was true in 1909 is equally true in 1912, and the hospitality extended the vice-president will be more than duplicated to the editors and their ladies. We are very much gratified to be able to give portraits of the president, Charles Mallock, of Mrs. Charles Leaderer, chairman of the ladies entertainment committee, and of Edward H. Fox, chairman of the Press Club, who, with their assistants, and the members, generally, will give every possible attention to the guests. The views of the building which is the property of the club, and the interior views of the same, will give some idea of this home of the Chicago newspaper workers. Very few newspaper organizations of the world are so fortunate as to own their own home though such ownership is of vast importance and influence, and of real value in keeping alive an active interest and cementing the membership in feeling and effort and in carrying out the work that it is desirable to accomplish.

The office, lounging and banquet room will be found a pleasant place in which to rest and take one's ease. The

MRS. CHARLES LEDERER
Chairman Ladies' Reception Committee, Chicago Press Club

library, a view of one corner of which is given, is especially attractive and interesting, not only by reason of the great number of books on the shelves but by reason of the number of portraits of prominent writers, publishers and active newspaper workers shown on the walls.

The library has been newly and handsomely furnished with easy chairs, luxurious couches, surrounded with library shelves containing over 3,000 volumes of reference books, latest fiction, etc., it is possibly the most inviting feature of the club.

Then there is the ladies' cafe, with rest rooms, that has proved a very attractive feature. It is quite exclusive, tastefully decorated with a rest room, writing desks and toilettes. The ladies are availing themselves of this special privilege at luncheon, while shopping, with afternoon tea and evening dinners before the theater.

These rooms are on the fifth floor and are so arranged that they may be thrown into one room, accommodating

INTERIOR VIEWS OF HOME OF PRESS CLUB OF CHICAGO

as many as sixty people, and are very desirable for banquets or special dinners. The Trade Press Association

EDWARD H. FOX
Chairman Entertainment Committee, Press Club of Chicago

hold their monthly dinners here, and other organizations have their special nights.

The Press Cub will keep open house to the editors and their ladies and all will be welcome.

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HARMONIZING COST SYSTEMS

A movement is being initiated by the Ben Franklin Club of Cincinnati for a meeting to agree on one simple, uniform, comprehensive cost system. The movement is to be commended. All cost systems are good, but some may be better than others in some parts, and it is wise, in a matter of so great importance, to have all the very best features of all combined in one. In forwarding the cause, the National Printer-Journalist gladly prints the following preamble and resolution passed by the Cincinnati Ben Franklin Club, May 16:

Preamble and Resolutions

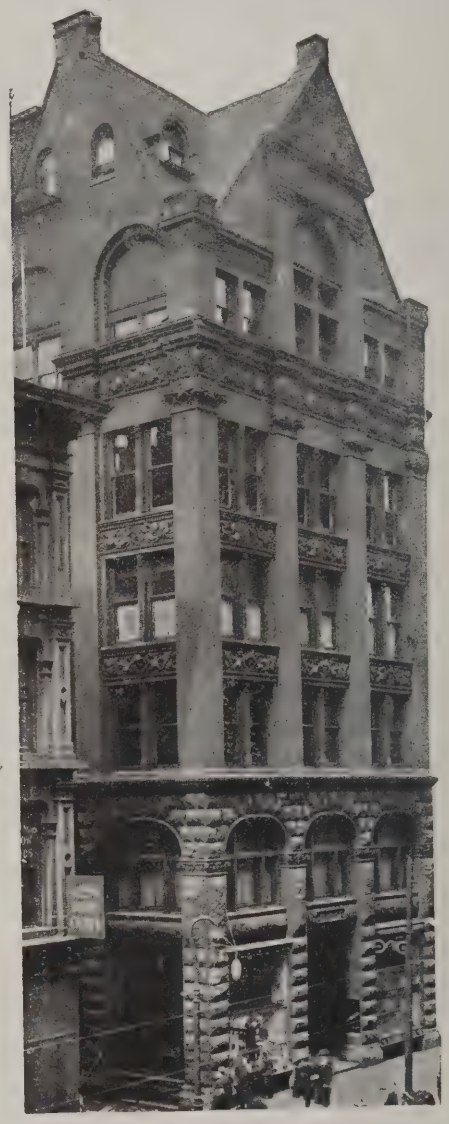
"Whereas, The Cincinnati Ben Franklin Club believes that dissension in regard to methods of various cost systems and their discussion is detrimental to the general welfare of the trade; and

"Whereas, Experience in installing systems in Cincinnati where no particular system has been endorsed has proven the efficiency of such a plan; and

"Whereas, Many printers are now hesitating to put in cost systems because of the differences of opinion and lack of agreement as to methods.

"Resolved, That the time is now at hand when there should be a general conference for the cost system experts and students to get together, bury differences and adopt methods that are consistent with the various systems and agree to a practical, simple and comprehensive system that will give uniform results in the application; and be it further

"Resolved, That the Cincinnati Ben Franklin Club hereby invites the president and secretaries of the United



Exterior "Press Club of Chicago"
26 N. Dearborn St.

Typothetae of America, the Ben Franklin Club of America, the Robert S. Denham Co. and any others engaged in such work to a conference on this subject to be held in Cincinnati some time next August."

R. T. Porte, 102 Ball Block, Cincinnati, Ohio, is secretary.

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NEWSPAPER STUDENTS COME FROM MANY STATES

That twenty-six states and five foreign countries have sent students to the course in journalism at the University of Wisconsin during the last three years is shown by the statistics in the new bulletin of the course, just prepared.

Wisconsin leads with 120 students; Illinois has 34; Iowa, 16; Indiana, 8; New York, 6; South Dakota, 6; Colorado, 5; Minnesota, 5; Ohio, 4; Montana, 3; Michigan, 3; Pennsylvania, 3; Kentucky, 2; Oklahoma, 2; Washington, D. C., 2; Idaho, Kansas, Missouri, Nebraska, Washington, Arkansas, New Jersey, New Mexico, Louisiana, and Florida, 1 each.

The foreign countries represented in the course in journalism are India, Japan, China, Turkey and Mexico.

Illinois Cost Congress at Peoria

OWING to attending "Newspaper Week" of the School of Journalism of the University of Missouri, the editor of this paper missed being present at the first day's session of the Illinois Cost Congress in Peoria, Ill., arriving, however, in time to receive a most cordial welcome to the banquet. This welcome was so cordial that it seems fit to return public and sincere thanks for the same. It recalled a first visit to Peoria and was in decided contrast to the reception accorded just fifty-nine years before. The editor was then a Fulton county boy and was on the return from a winter passed by himself, parents and brother in Ohio. An Illinois steamer had been taken at some point not remembered, but Peoria is never to be forgotten. Leaving the steamer and going up a board walk, on the principal street, a horse, one of a splendid team hitched to the walk, suddenly reached out a front foot and struck the ten-year-old boy in the breast, tearing out the left vest pocket, just below the heart. Possibly the horse was only reaching out for a friendly shake of welcome, but the strength and size of the horse's heavily shod foot was terrifying and it brought disaster. It was too strenuous a welcome, but left an undying impression.

Here is a thought for editors, teachers, preachers and speakers: startle and then awaken all the faculties of mind and thrill the nervous system and the impression made will ever remain. Peoria, as it was then, is pictured in my mind as clearly as though this event had taken place but yesterday. But how Peoria has changed in the fifty-nine years! The old board sidewalks, a foot or two above the dirt roads, have disappeared. Cars and automobiles have largely taken the place of the horses, and fine pavements and paved streets have replaced the board walks and dirt roads; substantial business blocks have displaced the little frame stores, and the palatial Jefferson hotel, where the convention was held, in contrast with the old tavern, is a dream of magnificence, architectural grandeur and beauty, elaborate and complete in all modern appointments, finish and furnishings, yet it is only representative or typical of the advance and improvements throughout the whole city; of the magnificence and beauty of the city's residences, churches, schools and all else. Yet inquiry elicited the fact that the principal speaker at the banquet, Editor Eugene Baldwin, of the Peoria Star, had lived in the city during all these fifty-nine years and more, witnessing and taking part in this development, growth and change, and increasing in knowledge and wisdom with the years, retaining his vitality, activity and his interest in affairs, "blessed with knowledge, power and troops of friends."

The fact of Editor Baldwin's acquaintance and friendship with Horace Greeley is well known and his knowledge of the old days and of the old ways made his address on "The Old-Fashioned Printer"—all the old editors were printers as well—especially instructive and intensely entertaining. He went back to the ancient times, tracing very briefly the history of making paper, of writing the old parchment scrolls, and then of printing by movable type, from the beginning up to the present time. He showed himself a close student of books as well as of men, of current customs, methods and events. He entertained his hearers in such a way that upon two occasions when indicating his intention to close his remarks, he was urged by his interested hearers to continue.

Following the address by Editor Baldwin, F. G. Trezise of Chicago gave a very practical stereopticon lecture on "The Application of Design to Printing." The slides used showed the points of balance, harmony, "whiting-out," effectiveness and many other things essential to good

From the Printing Trade News, N. Y.

MEMBERS FIRST ILLINOIS COST CONGRESS, PEORIA, MAY 11, 1912

composition, now being taught students in printing, to their full comprehension, benefit and improvement.

A song by J. A. Richards, who is a splendid vocalist as well as a popular supply man, and who was heartily encored, and the singing of "Illinois," by Charles H. Burdick of Peoria—the audience joining heartily in the chorus—added to the enjoyment and enthusiasm of the happy occasion.

Friday had been devoted to registration, introductions, getting acquainted and the proceedings mapped in the program.

E. C. Finch of Peoria called the convention to order. Dr. W. E. Shaw, of the M. E. church, offered an invocation for divine blessing and guidance; Hon. Edward W. Woodruff, mayor, delivered an address of welcome, to which Chairman E. C. Finch properly responded. Routine business was transacted, and B. Frank Brown, a prominent Peoria printer, who is also a city alderman, and who made an excellent presiding officer, was chosen chairman, and Henry Allen of Chicago was elected secretary, a position which he also holds, and ably fills, in the Ben Franklin Club of America.

The leading address of the afternoon was by W. F. Hartman of Chicago, president of the Ben Franklin Club of America. His topic was "Cost Finding and Its Value." He prefaced his set address with convincing and enlightening statements, founded on experience, as to the value and helpfulness of organization along proper lines. He strongly enforced the importance of honesty in work, honesty with customers, competitors and to one's self and one's business, which is only possible through knowing the cost of production and understanding all details and all else that rightly enters into effective work and worthy production.

J. S. McMillan of Monroe, Mich., is true to his Celtic—or is it Gallic?—name in the novel, striking, witty style of his discourse.

"Make-Ready," under his treatment, became a very comprehensive term, including all possible preparation for the calling and equipment for accomplishment. Among other things, the printer must put himself in a way to be honest by knowing the cost of his products. All say that "honesty is the best policy," but all are dishonest in practice. All who have not a practical, thoroughly installed and worked, cost system and who are not guided in business by cost of production, are dishonest, dishonest to themselves and to their customers and all others. No one can be strictly honest without knowledge. Ignorance begets dishonesty as cowardice begets lying. Proper reward and an honest, just, adequate competence to one's self and family come, not through the quantity of work done, but through the actual profits above the cost of production.

Julius C. Kirchener spoke instructively on the very important subject of "Credits," and the cost system expert, Robert S. Denham, on "The Advantage of Knowing the Cost of Production in Each Order." It was graphically shown by illustrations how valuable and even essential it was to know the cost of each step in the passing of a job through the office, and every detail of the business, as well as how important it was to watch credits as closely as does a bank. Mr. Denham showed that it was far better to be sure of profit on every job, even if men had to be laid off at times, than to do a raft of work to keep things going and find that profits were made small by losses on some work, though proper prices were received on other jobs. His reasoning was similar to the convincing logic of Mr. George H. Benedict, who shows that it is neither honest nor good business to make small halftones at a loss and then charge an unreasonable price for larger halftones in order to equalize matters.

Saturday morning, May 11, Mr. J. J. Miller, president of Chicago Ben Franklin club, gave his address on "What Machine Composition Costs," which was printed in the May issue of the National Printer-Journalist. Of the business of this and remaining sessions, the Printing Trade News of New York gives the following resume:

The opening session was productive of much interest. J. J. Miller, president of the Ben Franklin Club of Chicago, gave his talk on "What Machine Composition Costs," and he certainly opened the eyes of many of those present, who admitted they were selling at a much lower price than Mr. Miller persisted it cost to produce. "What Five Years of Co-operation Has Done for the Printer," was the subject of Gene Turner's address. This well-known mutual insurance expert gave an interesting talk on insurance matters, proving to his hearers that not only from a practical standpoint was mutual fire insurance a great benefit to the trade throughout the country, but that it was also a great educational movement.

The new state law on compensation for injured workmen, which went into effect in Illinois on May 1, proved a subject of interest to all assembled. B. V. Hubbard, secretary of the Amicable Accident Association, gave an address, urging the printers to form a mutual insurance company, and a resolution was passed recommending the formation of a mutual liability company, and W. J. Hartman was authorized to appoint a committee of twenty members to arrange for the necessary preliminaries. Each member was requested to act as a solicitor for membership.

Resolutions on Liability Insurance

The following resolution was also passed on the motion of B. B. Herbert, Chicago, seconded by E. A. Brewster of Joliet:

"Whereas, The law governing Mutual Liability Insurance in the State of Illinois is crude and imperfect; therefore be it

"Resolved, That for the purpose of correcting these defects we approve house bill No. 27, introduced by Representative ApModac, and request the legislature to enact the same into law; and that the secretary of this congress is instructed to forward a copy of this resolution to the speaker of the house of representatives and the president of the senate with a request that it be presented to these bodies."

The session closed with an address by Earl R. Britt of St. Louis on "Ten Reasons Why I Need a Cost System." Mr. Britt scored a great success and held the audience interested throughout and was enthusiastically cheered.

Adjournment was then taken for luncheon.

Final Session of the Congress

The final session was more largely attended than the others, showing interest was maintained until the end. Henry Allen, secretary of the Ben Franklin Club of America, spoke on "The Need and Value of Organization," and at the conclusion of his remarks it was unanimously decided to form a state Ben Franklin club for the purpose of meeting together on the lines of mutual help and co-operation and the exchange of ideas of value to the craft, and the state body was instructed to give such organizations all the help and assistance in its power.

Election of Officers and Adjournment

The election of officers was then proceeded with, and the following were chosen: President, B. Frank Brown

(Peoria); vice president, G. E. Cockerton (Danville); treasurer, E. C. Finch (Aurora); secretary, Henry Allen (Chicago); executive committee, J. M. Irwin (Quincy), A. G. Barnes (Springfield), F. M. Rolens (Murphysboro), Julius C. Kirchner (Chicago), E. A. Brewster (Joliet), Gerald B. Franks (Peoria).

It was decided to hold a congress next year, and the time and place of meeting was left to the executive committee.

Roy T. Porte, secretary of the Cincinnati Ben Franklin club, gave the concluding talk. His subject of "Costs in a Country Printing Office," was a practical demonstration to all the country printers present that they were not getting what it cost them for their product. Mr. Porte soon initiated himself into the good graces of those present by showing he knew what he was talking about. As one printer remarked, he soon "got their goats," and once interested, they fired question after question at him, which, of course, gave him the opening where he could pour in his broadsides of practical value.

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"Keeping Printing at Home"

Pittsburgh, April 23, 1912.

National Printer-Journalist, Chicago, Ill.

Gentlemen: We inclose a couple of sample letters which we mailed under a 2-cent stamp to the biggest men in this community. The inspiration for sending these letters to you was the inclosed article taken from your publication and printed in the house organ of the Niagara Paper Mills. The Pittsburgh Industrial Commission, as well as Mr. Smith of Alling & Cory, will give us credit for starting the campaign referred to before anyone else.

Yours very truly,

WESTERN PENNSYLVANIA PAPER COMPANY,
James G. Carroll, Vice President and General Manager.

Sample Letter

Do you know that in Greater Pittsburgh (Allegheny County) there are 300 printing plants—not including newspaper offices—employing 4,500 persons, with an investment of $3,000,000 and a monthly payroll of $300,000.

Now, according to Hoyle, each breadwinner supports on an average, five to a family. If that is true there are dependent on the printing houses, 22,500 people (including allied trades 25,000).

These folk are good Americans and spend their earnings in Pittsburgh—keep their bank accounts in Pittsburgh—buy their clothes—their furniture—their groceries—their hardware at home, in Pittsburgh. So the prosperity of such a population is vital to the prosperity of the community.

Their "progress" is best "promoted" by "buying your printing requirements in Pittsburgh"—also your embossing and your lithographing, your plate stamping and your photo engraving.

Speak to the man who does purchasing—please!

WEST PENN PAPER COMPANY,
James G. Carroll, Vice President.

P. S. It wouldn't do any harm to specify that West Penn paper be used—we do no printing.

Sample Letter

Dear Sir: You indorse the old slogan "Buy your requirements in Pittsburgh"—but—do you practice as you preach, or is it only the other fellow who should "buy his requirements in Pittsburgh."

"Pittsburgh promotes progress" by best promoting the progress of those who are here now. There are lots of good printers here and there is lots of printing bought out of town.

Are you guilty?

If you are—change—have your work done at home—for the printers' prosperity will be reflected in the bank clearances—sure.

WESTERN PENNSYLVANIA PAPER COMPANY,
James G. Carroll,
Vice President and General Manager.

P. S. You might specify that your work be done on West Penn paper.

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CONDEMNING FORCING PURCHASES ON PRINTERS

Resolutions of the New York Typothetae Against Practices Said to Exist in That City

The following resolutions were adopted by the Typothetae of the City of New York on May 14, 1912:

The art of printing is a true art whether it produces a rare edition or a campaign circular. The true printer has a just pride in producing pleasing and attractive work. To do this there should always remain in the printer absolute control over, and individual judgment in, the selection of the various necessary supplies for the work he has to do, so that progress, initiative, and ambition to perform the best work will always remain.

It has come to the notice of the Typothetae of the City of New York that certain printing ink manufacturers and electrotypers have entered upon a campaign to force their wares upon printers, and have approached concerns having extensive printing contracts with the view of inducing such concerns to use only their ink and their electrotypes.

This practice cannot be condemned in too severe terms. Ink manufacturers and electrotypers who are soliciting buyers of printing should clearly understand that their conduct meets with absolute disapproval of all printers who are striving to place the industry on a high plane of efficiency. Therefore be it

Resolved, That the members of the Typothetae of the City of New York denounce such ink manufacturers and electrotypers who solicit business directly from concerns having printing contracts to give out; that they resent the endeavor to force upon the printing industry the use of their kind of ink or their electrotyping to the exclusion of other reputable manufacturers; be it further

Resolved, That the members of the Typothetae communicate to the Secretary the name of any ink manufacturer or electrotyper engaged in such practices so that such name or names may be clearly and distinctly known and published to the printing trade generally, so that members of the Typothetae can consider such conduct in placing their orders for printing ink and electrotyping; be it further

Resolved, That the members of the Typothetae of the City of New York will decline to furnish estimates for printing, wherein the specifications demand that the printer shall pay a certain designated price for ink and that the ink shall come only from a named manufacturer, or that the forms shall be sent only to a designated electrotyper; be it further

Resolved, That a copy of this resolution be sent to each manufacturer of ink and electrotyper in the city of New York and adjacent territory, and that a copy thereof be published in the trade papers affecting the printing industry.

The Wonders of Moving Picture Production

To Be Shown the Editors at the Selig Polyscope Co. in Chicago, the Largest in the World

PICTURES and hieroglyphs preceded letters, writing and printing as means of recording events and conveying knowledge. Within the last two decades, pictures have come into universal use for the purpose of assisting the printed words in conveying ideas and knowledge more quickly and pleasingly for purposes of entertainment. Moving picture theaters are already numbered by tens of thousands.

While moving pictures in classes in the schools and for public lectures have come to furnish instruction and entertainment to hundreds of thousands more people than were served by the theaters and platforms combined, it is not to be expected that they will supplant these.

All parts of the world, all scenes and characters, all cities, parks and gardens, mountains and valleys can now be viewed in comfort at a near-by theater, when otherwise they could have been seen by travel, and, through color photographs, all colors of flowers and plants are presented true to nature.

The making of these moving pictures is one of the new wonders of the age, and the editors of the nation are to be given a chance to review the new wonders and to become a part thereof by finding a place on the films at the largest plant for the manufacture of films and picture-producing machines in the whole world, during the approaching convention in Chicago, June 24-27.

The illustrations, presented herewith, give some help to understand the methods that are to be revealed by a visit. It may be well to remark, by way of preparation, that besides paraphernalia, costumes, extensive buildings and grounds and all the implements and machinery, carpenter and machinery shops, the Selig Polyscope Co. of Chicago employs a stock company of actors, a troop of fine horses and a menagerie of wild animals, for the purpose of working up the different scenes. Elephants, grizzly bears, lions and tigers were some of the surprises met with by the editor of this paper in a recent visit to the plant of this modern industry of moving-picture production. It is a million-dollar plant and some three million dollars are invested in this and a 320-acre auxiliary station, where horses, wild animals and other accessories are gathered.

Entering the main office in the large glass-roofed building, the surroundings are such as are to be found in a modern, large business establishment, tables, desks, chairs, typewriters, with a private branch telephone switchboard near the door, an elaborate time-clock system with pockets for four hundred employes against a dividing wall. Here is the business force. The room is spacious, very tastefully decorated and here the administrative heads of the business are brought to a center. Mr. Selig's ample private office is to the left and further on the offices of his lieutenants.

In this main office the editors will be first received, and then, under the guidance of heads of departments and leading people, and artists from the stock company, will be conducted through the different studios, property rooms, photographic rooms, stage rooms, engine rooms, and shops and out into the inclosure amidst the queer structures, chimneys, towers, a miniature lake, etc. The queer buildings will be seen appearing above the board fences, in approaching the grounds, and now their uses will be explained. Then a glimpse will be given of the wild animals and the splendid horses. At the time of our visit a large number of the actors and the horses were out in camp, going through maneuvers as infantry and cavalry to secure military pictures.

Stanley H. Twist, director of publicity, acted as our guide, and it was a pleasure to meet a member of the officers, producers of the scenarios, artists, actors, carpenters and machinists. Among the artists met was Miss

STANLY H. TWIST
Member Entertainment Committee, Chicago Press Club,
Director Publicity, Selig-Polyscope Co.

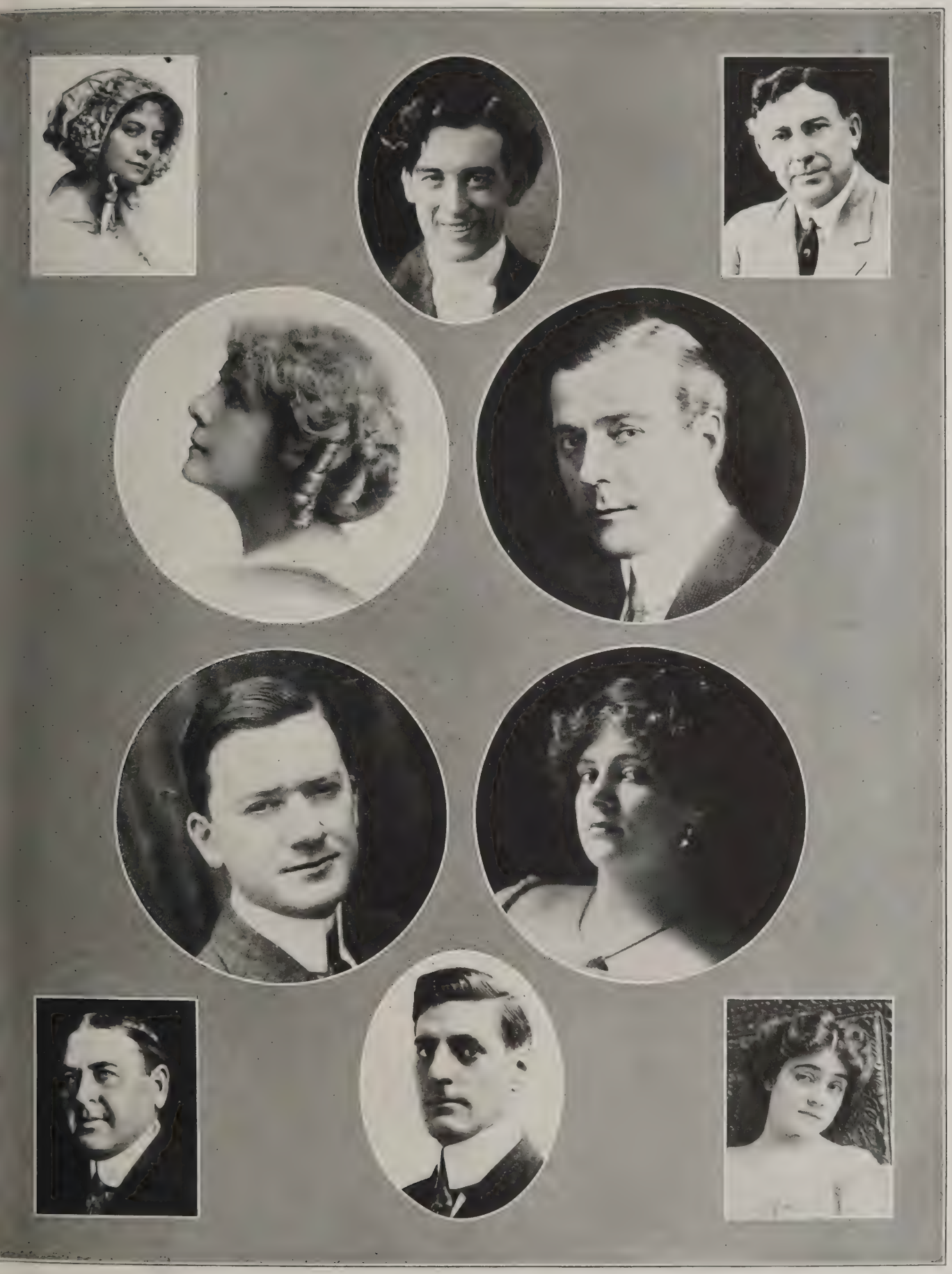
Kathryn Williams, a leading woman, who regretted the visit had not been at a time to see them "at work." They will be "at work" when the editors arrive, erecting the scenes that will later be exhibited all over the world.

The following story of how one scene was perfected is of interest, as showing what efforts are made to secure naturalness:

In playing the part of a Boer girl driven from home, Miss Kathryn Williams, leading woman of the Selig stock company, sinks from fatigue in a tropical forest. When that part was caught by the camera in the Florida jungle a tragedy was almost enacted.

The producer wanted a leopard to spring upon the fatigued heroine at this point, and the scene was "rehearsed" with the leopard many times before one more perfect and realistic than ever hoped for was secured. The leopard had been rushing from the underbrush and jumping over the form of Miss Williams. The camera man was supposed to stop the machine just when the leopard was in the air directly over the actress.

Miss Williams relates what happened when a good picture was finally secured:

"'Tom,' that is the leopard, acted his part beautifully the first few times he tried it, and I had no fear of the result. The final time, however, I was late in my action of falling. I just had time to cover my face, when I felt his sharp claws sink into and tear my scalp; but, luckily, I had presence of mind to lie perfectly still, and that

SOME PLAYERS IN SELIG'S EASTERN STOCK COMPANY

Myrtle Steadman
Frank Weed

Kathryn Williams
Tom J. Carrigan

William C. Duncan
Will Stowell

Charles Clary
Winnifred Greenwood

Otis Thayer
Adrienne Kroell

probably saved me from more serious injuries. The trainer cracked his whip, gave a sharp order and the leopard scampered off. I was not badly hurt. Just a few scratches that soon healed, and slightly nervous. That was all."

How Elephant Saved Girl

Miss Williams also described the Boer girl's wonderful rescue by an elephant in the same film. The elephant, by the way, was once known as a man-killer.

"In the opening of that scene (of course, I am the Boer girl) the girl lies exhausted and helpless after mortally wounding the leopard. She hears a sound in the jungle and knows that the runaway elephant, which had been used on her father's farm and to which she had been kind, is near by. She calls to him, and the brute, recognizing the voice of his friend, comes to her. She commands him to kneel, and after vainly struggling to rise, she falls fainting across his trunk. The elephant raises her until, on regaining consciousness, she is able to take hold of his ears with her hands. Then, supporting her on his trunk, he starts off on the trip homeward.

"'Toddles,' the elephant used in the picture, had become quite friendly, as I visited him daily with fruit offerings. In fact, every time I passed his stall I would have something for him, until he came to know me at a distance, and would trumpet to attract my attention. After several weeks of his acquaintance, rehearsal with him was begun. I would lie down within easy reach of him, command him to kneel, and then get him to assist me to my feet with his trunk. Whenever he did what I required him to do, I gave him an orange. In this way he quickly understood my commands and executed them with wonderful intelligence. It took me nearly a month to coax him into allowing me to get on his head. It was delightful and fascinating work."

An ascent is made to the second story of the building, a glimpse is had of the life of the picture theater production surrounded by the atmosphere of the theater. All kinds of scenic properties and costumes are seen, and everything is arranged for work, health and comfort. Each producer of scenarios has a private office. There are studios, a library, and a reading room containing all the leading magazines. Books of science, travel and history are needed to make the scenes true to nature. life, history and fact. The right to use the illustrations and stories from the leading periodicals for putting in form scenarios is purchased, so that there is always fresh material.

There are provided all the accessories for comfort toilets and bathrooms, separate dressing rooms and lounging and lunch rooms.

The air is kept pure and wholesome by great revolving fans, blowing fresh, purified air, cooled by refrigerator tubes in summer and warmed by steam-heated pipes in cold weather, throughout the building.

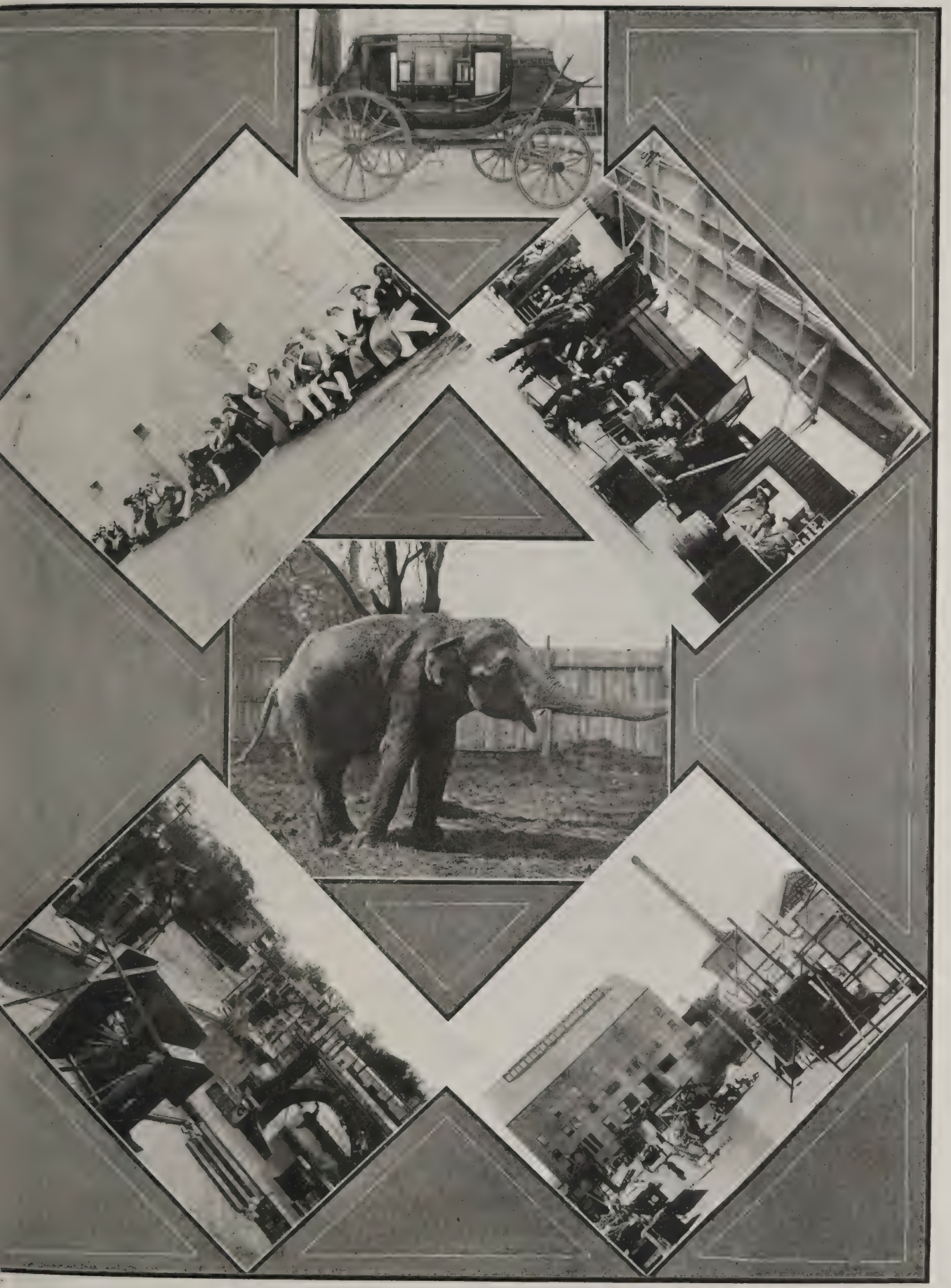
The new building contains the largest photograph operating room in the world. A humorous scene was being produced in this room, while further on, in the older buildings, tragedy was being enacted and photographed under calcium lights, in which large tubes filled with mercury are used, giving a pallid, livid appearance when photographed. Hundreds of thousands of films are made. The use of these is sold for seven months to a concern that rents them to the picture theaters throughout the country and the world. At the end of seven

Bird's-eye View of Selig's Chicago Studio and Plant

months the films are returned and destroyed. It has not been the intention here to go into any lengthy description, but only, through this short sketch and the illustrations, to indicate something of the wonderful things that are to be seen in the visit of the editors to the largest moving picture making establishment in the world; however, the following from "Motography," published in Chicago, confirming what has been written and giving further details:

Adjoining the actors' quarters is the wardrobe room where the components of 7,000 costumes are kept in stock. The catalogue of this immense aggregation of wearing apparel reads like a table of history, for there is no period or clime whose costume lacks representation. Every style of costume, from a fig-leaf to the hobble-skirt, can be brought forth at a moment's notice. A large assortment of wigs is also included.

On the third floor is the studio proper, an enormous room, 179x80 feet, whose solid glass walls and roof rise two and a half stories above the floor. Needless to say



aiting for Their Cues

Looking Across the Yard

"Old Hickory," the $2,000 Coach

"Toodles," the Biggest Actor

Working Three Sets in the Studio

The Studio, Viewed from the Yard

the light of day flows in here unimpeded. One would expect the place to be a very hot hot-house, but such is not the case. On finds instead that the atmosphere is remarkably fresh and cool. This is due to the fact that filtered and refrigerated air is forced up from the basement through large ventilating funnels such as are seen on ships. On the sultriest day one will find the enormous room airy and refreshing.

A feature of the studio is a large elevator with platform dimensions of approximately 10 by 20 feet, which is used to hoist heavy properties and scenery painted in another part of the plant. It is a monster elevator, looking large enough to carry a house; but it is dwarfed to a moderate perspective by the proportions of the gigantic room in one corner of which it finds a place.

Frequently three scenes are in more or less simultaneous operation on the floor of the studio, but this by no means exhausts the space. There is room, one would estimate, for six or eight settings. The interior work is done mainly in the studio, and the exterior work out in the yard, whither we will now repair.

The yard is the most fascinating part of the Selig plant. Here in a large area covering two or three acres

A Scene from One of Selig's Jungle Moving Picture Plays

exterior settings are built and set in place. You will see castles, log cabins, bridges, waterfalls, mountains, block houses, palisades, stores, saloons, cottages, and what not, all scattered about the yard, hit or miss, but all facing the southern sun, ready to serve as backgrounds for whatever drama may be in making at the time. In walking about this open-air curiosity shop you are apt to run onto an ancient sea-going hack, a warlike cannon, an aeroplane, an Indian tepee, a camel, an elephant, a jackass, a flock of geese—almost anything, in fact. You touch elbows with an Indian actor clad in war paint, a cowboy girl, a country lass, and many other types of American or foreign humanity. Some of them are formidable personages indeed, but only under the eye of the camera. Engage them in conversation and you will find that their cordial affability belies their make-up.

In the yard is a large artificial pool of some 60,000 gallons capacity. About this pool many beautiful scenes are set, and many spectacular actions take place. The pool forms the setting of several of Selig's remarkable animal pictures. It is here where the wolves swim in pursuit of the deer, and where the intrepid Indian hunter dives after the swimming bear. When you see these scenes on the film you will swear that nothing but nature could have produced them.

Southeast Cost Congrers

The Southeast Cost Congress, which was held a Nashville, May 14, 15 and 16, was well attended b printers from Tennessee, Alabama, Georgia, Kentuck and Louisiana. The proceedings, which were held at th Hermitage Hotel, were brimful of interest and exceedingl happy subjects were chosen by the speakers.

There were several changes in the program, but i the main it was carried out as advertised. E. Lawrenc Fell of Philadelphia gave an eloquent talk on "Th Benefits of the Cost System in the Larger Offices an Cities," while Chadwick [illegible] Cummings of Philadelphi delivered a cost demonstration with charts; J. J. Mille president of the Ben Franklin Club, of Chicago, spok on "Machine Composition," and he was bombarded wit questions after a most interesting talk. Among othe who added to the success of the program were: W. Pfa of New Orleans, who spoke on "The Printers' Congres of the Southeastern States: Retrospective and Pr pective"; W. O. Foote of Atlanta, Ga., on "The Possibili of the Printer with a Cost System Doing Less Work a Making More Money"; H. Vaisburg, Savannah, Ga., "T Buyer of Printing: How Shall We Deal with Him Best J. E. Burke, Norfolk, Va., "The Abuses in the Printi Business and How They Might Be Corrected"; S. Kysor, Atlanta, "How a Cost System Improves E ciency in a Printing Plant"; G. A. McIntyre, Grand Rapi Mich., "The Cost System from a Salesman's Viewpoin while W. E. Ward of Nashville led a discussion on "T City Drummer from the Manager's Viewpoint."

At the conclusion of the congress a resolution w passed discontinuing the holding of the Southeast C Congress, and recommending that the good work beg be continued by the holding of state cost congresses.

The meetings were presided over by R. P. Purse Chattanooga, and before adjouring sine die he was t recipient of a handsome silver pitcher, which he feelin acknowledged.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

A TIME there was, and that time is not yet wholly past, when the publisher of a newspaper was looked upon generally as a sort of parasite upon society—a dependent entity who fed perpetually from the pan of public pap, in return for which he was expected to give free and unstinted publicity to all movements and occasions of private and public interest. But fortunately, this is an error out of which the newspaper man (and the people, too) are rapidly evolving. Both are fast unfolding to a realization and appreciation of the higher importance of the printers' calling, the efficacy and real necessity of advertising, the true value of the local newspaper and the mighty power which its editor wields for the common weal or woe.

Thus the newspaper man is becoming a peer among the lords of industry—a person of honor and patronage where he was but yesterday the object of liberal contempt and stingy charity. There is practically as much a demand for his products today as there is for those of the butcher and baker, and the publication of a newspaper as a trade is fast taking a place near the top in the list of wealth-producing vocations.

That this desirable awakening to the truth about this exalted calling has been comparatively slow, is palpably due more to the meekness and unselfishness of the men who have labored in it than to any other cause. The typical old-time newspaper man is a modest and self-sacrificing individual. He has spent his time and his space in praising the virtues of his neighbors, in boosting the trades and professions of others, while his own interests were allowed to sink into sad neglect. But, as intimated, conditions are happily changing. The modern newspaper maker is learning the necessity of publicity for his own business, and in giving his own business its just amount of advertising, the public is thereby gaining an education that means far better things for the editor of tomorrow.

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Among the exchanges that I receive regularly is the Democrat, of Richland Center, Wisconsin, published by W. G. Barry. I mention this publication in connection with a thought I have frequently expressed in these columns, viz.: the beauty and value of good presswork. Mr. Barry's paper is a model in this respect, as it is, too, in many other respects. The impression is as nearly perfect as that of any sheet I have been privileged to see coming from a practical country shop.

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I next turn my attention to a very interesting copy of The Lake Geneva Herald, which is also a Wisconsin publication. I have said "interesting copy," not from force of habit, but truthfully, for this issue of the Herald is replete with more than common interest, because it contains an attractive feature story on the topic of the Herald's forty-first birthday. It is a well written story, well organized and well told, by two of the force who originally launched the paper upon the journalistic sea, namely, John E. Burton, the sheet's first editor, but now no longer connected with it, and John E. Nethercut, the "devil" in the original crew, who is the present sole owner and publisher of the Herald. The Herald is today an excellent modern newspaper, alive and extensive. It is a six-column quarto, printed entirely at home and dressed in junior linotype style. It is commendably newsy, well impressed and shows every evidence of an up-to-date equipment. The mechanical makeup is a feature on which I should dwell with emphasis in offering praises; it is perfectly in accord with that form which this department is habitually advocating. The front page is free of all display, while the balance of the sheet is made up with the displayed spaces all to the right hand side of each page and the greater spaces occupying the lower positions.

✣ ✣ ✣

It is a pleasure to record that Brother Will S. Bells, publisher of the Leader of Hopkinton, Iowa, has adopted the pay-in-advance-stop-when-up plan in connection with the subscription department of his paper. What he said to his readers as a preliminary introduction to the plan's inauguration is interesting, and, as it may prove helpful to those brother publishers who contemplate adopting the same system in their own business, I quote it in full as follows:

"Subscriptions to the Leader will hereafter be cash in advance.

"Wait now; don't get hostile about it, but let us talk it over as a family matter, with reasons. While the new plan will go into effect at once as to new subscribers, it will not be put into effect as to old subscribers until April 1, 1912, which will enable the members of our large family to think it over and get used to the idea, and also get squared away for the new deal.

"The plan of cash in advance has been adopted only after careful consideration on the part of the publisher, and after investigating its success by those publishers who have already tried it. In all cases the report is that neither publishers or subscribers would return to the old plan. In reality the Leader adopts the plan from necessity. The Leader's expenses for paper, type, ink, labor and all other items must be paid weekly and monthly. There is no avoiding the payment. There are times of the year when the receipts do not pay these expenses; but they would be met without trouble if the accounts earned in those periods were paid into the office. There is no good reason why they should not be paid when due, except the custom of our friends in taking their time to it. The old saying that everyone gets his money but the editor is nearer a statement of fact than most of you imagine. It is because we need the money every month in the year, and not during the fall months alone, that we have changed to the plan of cash in advance. Timely notice will be given of the expiration of all subscriptions, so that all renewals may be sent in and no issues missed. Statements will be sent to all subscribers who have not renewed.

"The publisher of the Leader feels sure that our subscribers will cheerfully co-operate with us in this plan, which will work to the mutual advantage of all concerned when once it is installed. We feel certain that it will help the paper materially in maturing some plans that we have for the future.

"The adoption of this plan does not question the credit of our subscribers in the least. It is a business expedient that is deemed necessary to the welfare of the Leader. We anticipate some criticism of the move, but also we find that dozens of subscribers with whom we have talked have commended the plan as an agreeable one. In the meantime think the matter over, come and renew for another year."

✣ ✣ ✣

I picked up this copy of the Gold Hill (Oregon) News and was instantly struck with the brightness of the front page. Then I read the "booster" editorial set in the two central columns and said, "That fellow's a newspaper man; he's alive and awake and knows how to sling good English." Feeling my enthusiasm growing, I turned over another page, and there in the sub-head I read, "Published every Saturday at Gold Hill, Jackson county, Oregon, by Rex H. Lampman." Imagin the joyful jolt I got! This paper has been lying o my desk since away last December, and I just no got time to examine it, to find it comes from m brilliant (young, but) old friend, Rex Lampma It is only another evidence of the triteness of tw proverbs: "You can't keep a good man down," an "You can't wash printers' ink off your hands." Th last I heard from Brother Lampman he was doing reportorial stunt on a Minneapolis daily, just afte having been "frozen" (I consider the term ver appropriate in reference to anything connected wit

The Gold Hill News

GOLD HILL CITIZENS WILL ENTERTAIN NEIGHBORS

CONGRESS CONVENES

62d Session Got Together Monday

PRESIDENT TAFT SENDS MESSAGE

SATURDAY IS THE DAY

We Get Acquainted With Each Other

EVERYONE COME BRING THE FOLKS

COME

and

Bring the folks

to the big

Get-Acquainted Meeting

at

Gold Hill

Saturday, December 16

Free dinner at noon

There will be a free moving picture show followed by speaking at the Wego Theater in the afternoon

and a good time for everyone

"LET'S GET ACQUAINTED"

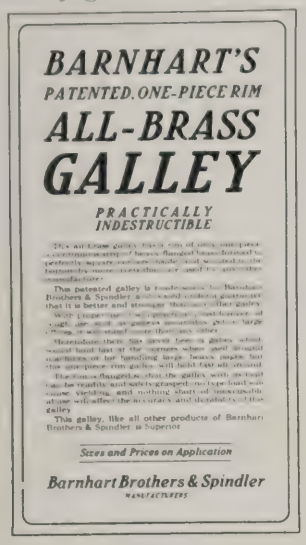
No 1

North Dakota) out in his fight with the business men of Neche. And now here he bobs up in "God's country" as editor again of a real live newspaper. In some features the Gold Hill News is quite as creditable as Brother Lampman's former paper (the Neche Chronotype) used to be; but in point of press-work it is surely not. A part of the advertisement composition is high grade, as it must of necessity be, if Lampman had anything to do with it, but the mechanical makeup is almost the reverse of what it should be. In Exhibit No. 1 I am showing the attractive front page from this contribution. It will be noticed that this specimen contains display, 'tis true, but such display is permissible.

✣ ✣ ✣

I never tire of admiring, nor bragging about, the exquisite specimens of the art being promulgated by the type houses, among which The Barnhart

Flyer is one of the most useful to the newspaper maker, in showing the finest possible achievement in that department of the printer's calling. Of course, I appreciate that almost every newspaper office in the country gets the Flyer regularly, never-



No 2

theless I wish to reproduce herewith an advertisement specimen from the last December issue, because this specimen illustrates an excellent and entirely practical style of composition. Note the simplicity prevalent throughout this ad (Exhibit No. 2) and the strength gained by the liberal reservation of white and the contrasting of black and gray masses.

✣ ✣ ✣

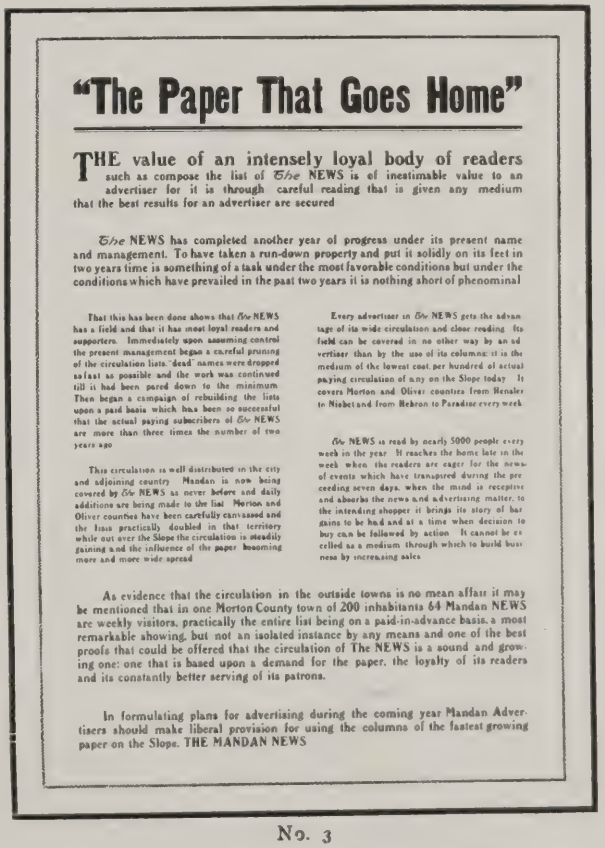
You must admit, dear reader, that it requires something more than common in the line of a newspaper in its regular run of contents, to incite the interest of an overworked newspaper critic, now, doesn't it? Nevertheless, here is a newspaper—the Times, Thief River Falls, Minnesota—that has accomplished all that. It is the same sheet which has had mention enough in this department to cause regular readers to remember it, and which is run by the two Munseys, Harry E. and Homer F., the latter being the editor, whose work has succeeded in so completely claiming my interest. Not alone in his rich department of editorials has my interest warmed, but also in his news columns, where little things that the ordinary writer presents in prosaic terms, he puts up with new phases of thought and witty twists that make them not only very readable but highly enjoyable.

✣ ✣ ✣

It is fortunate for me that this is not a department of news features, else it should surely fall short of holding the reader's interest, so long am I delayed sometimes in giving attention and consideration to the various contributions. Here, for instance, is a copy of the Daily Record of Canon City, Colorado, of which it will not be news to mention what, however, deserves mention, namely that last winter its publisher, Guy U. Hardy, put on a free public lecture course for his city. He stood all the expense of bringing a lot of the best talent of the west to the town in a series of scholarly lectures, the like of which bigger cities would be proud of. Just how Brother Hardy was to get his money back out of the deal puzzled some of his friends, according to his own statements, but folks who let that feature of the incident puzzle them aren't alive to the value of advertising. Of course, Brother Hardy didn't advertise the lecture course as an advertisement for his own business—that in itself would have detracted from the efficacy of the advertisement; such forms of advertising have the best result if performed innocently, as if the advertiser were doing the wonderful thing purely out of big-hearted philanthropy. Perish the idea that I would belittle such advertising; that there is a personal benefit to be derived back of such public benefits, does not in the least diminish the pleasure and joy which the people get out of them, and the very fact of their inauguration is proof enough of modern enterprise and wide-awakeness.

✣ ✣ ✣

Again I have before me a copy of that excellent sheet, The Mandan, N. D., News. It is a seven-column, all-home-printed, linotyped quarto, nicely


"The Paper That Goes Home"

THE value of an intensely loyal body of readers such as compose the list of The NEWS is of inestimable value to an advertiser for it is through careful reading that is given any medium that the best results for an advertiser are secured

The NEWS has completed another year of progress under its present name and management. To have taken a run-down property and put it solidly on its feet in two years time is something of a task under the most favorable conditions but under the conditions which have prevailed in the past two years it is nothing short of phenominal

That this has been done shows that The NEWS has a field and that it has most loyal readers and supporters. Immediately upon assuming control the present management began a careful pruning of the circulation lists, dead names were dropped as fast as possible and the work was continued till it had been pared down to the minimum. Then began a campaign of rebuilding the lists upon a paid basis which has been so successful that the actual paying subscribers of The NEWS are more than three times the number of two years ago

This circulation is well distributed in the city and adjoining country. Mandan is now being covered by The NEWS as never before and daily additions are being made to the list. Morton and Oliver counties have been carefully canvassed and the lists practically doubled in that territory while out over the Slope the circulation is steadily gaining and the influence of the paper becoming more and more wide spread

Every advertiser in The NEWS gets the advantage of its wide circulation and close reading. Its field can be covered in no other way by an advertiser than by the use of its columns; it is the medium of the lowest cost per hundred of actual paying circulation of any on the Slope today. It covers Morton and Oliver counties from Menoken to Nisbet and from Hebron to Paradise every week

The NEWS is read by nearly 5000 people every week in the year. It reaches the home late in the week when the readers are eager for the news of events which have transpired during the preceding seven days, when the mind is receptive and absorbs the news and advertising matter, to the intending shopper it brings its story of bargains to be had and at a time when decision to buy can be followed by action. It cannot be excelled as a medium through which to build business by increasing sales

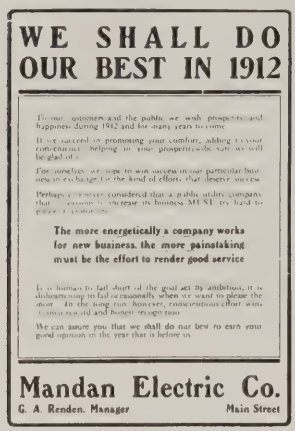
As evidence that the circulation in the outside towns is no mean affair it may be mentioned that in one Morton County town of 200 inhabitants 64 Mandan NEWS are weekly visitors, practically the entire list being on a paid-in-advance basis, a most remarkable showing, but not an isolated instance by any means and one of the best proofs that could be offered that the circulation of The NEWS is a sound and growing one: one that is based upon a demand for the paper, the loyalty of its readers and its constantly better serving of its patrons.

In formulating plans for advertising during the coming year Mandan Advertisers should make liberal provision for using the columns of the fastest growing paper on the Slope. THE MANDAN NEWS

No. 3

impressed, with a clean front page and a pleasing mechanical makeup throughout. With contents that are away beyond adverse criticism, consisting of more clean, timely reading matter than many two ordinary weeklies contain, it would be difficult to do it justice in a brief review like this, if the attempt

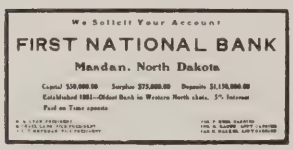
were made to cover every department of its making. I shall confine myself this time to the mention of but a few features: While the editorial work is excellent, the presswork very good, the mechanical


WE SHALL DO OUR BEST IN 1912
The more energetically a company works for new business, the more painstaking must be the effort to render good service
Mandan Electric Co.
G. A. Renden, Manager
Main Street

No. 4

No. 5

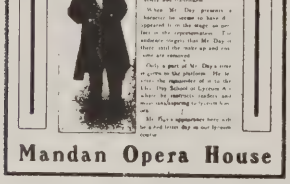
makeup strictly in accord with the recommendations of this department of the National Printer-Journalist, yet I am pleased perhaps even more with the advertisement composition in this sheet than with



No. 6

No. 7

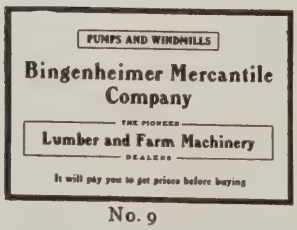
any of its other several points of excellence. Eight of the fine ad specimens from the News are being reproduced herewith (Exhibits 3 to 10 inclusive)



No. 8

Makes Monday's Washing Easy
WASH CLEAN
SAMPLES FREE
Better than anything on the market—no rubbing necessary—clothes come out of the boiler as white as snow—The thing you have been looking for.
For Sale at Grocery Stores of
M. S. LANG
JOHN FORAN

No. 10



No. 9

in all of which the same high degree of perfection typographically is apparent. In the first of these (the original of which was a full-page specimen) I have no adverse comment to offer relative to the mechanical features, but as to the orthography of some of the longer words in Exhibit 3, such as "phenomenal" and "preceding," I have to object. Punctuation is a thing which no two people will agree about, and has served as the base of more than one heated printshop argument, nevertheless, following the rules of any office, there would have to be a few more commas inserted than are to be found in portions of this ad. Notwithstanding these strictures, to which we are all liable, I must commend the running of this big advertisement; it shows the right spirit and sets an example for one's fellow business men. A doctor who doesn't take his own

Cotton Seed Meal
COTTON SEED HULLS
PRESENT PRICES
Cotton Seed Hulls . . . . . $8.00 Per Ton
Cotton Seed Meal . . $1.50 per 100 Pounds
Summerville Cotton Oil Company
Our Gin Plant in First Class condition and running six days in the week

No. 11

medicine is not the one to inspire confidence, and the newspaper that never advertises isn't the one to attract the greatest number of advertisers.

Few papers enjoy a better advertising patronage than the Summerville News of Chattooga county, Georgia, a copy of which I have at hand. There is abundant evidence, too, in the pages of this sheet that the type equipment is excellent, but I regret to say, deliberately, that the compositor is not getting such results as an artist would get with such material at his disposal. There is just one out of the many ads in this issue of the News that shows any touch of skill, and that I am reproducing as Exhibit 11. This specimen is superior to the others in the same paper, because in it the compositor has demonstrated a regard for white margins and has kept his matter down in such faces as would admit of the reservation of the proper amount of white space. In nearly all of the other ads in this paper the space has been crowded full with type, the margins reduced to the minimum and the matter

set in as large a face as the space would admit of. Following out such a method as last described, it is impossible to get any strength into the display lines and the whole aspect is bound to be one to repel and weary the average reader. I am sorry that after a careful examination I cannot praise the contents of this sheet very much. There is evidence of carelessness in the editorial and reportorial work, and, while in the main there seems to be some effort to produce an attractive front page, the manner of setting part of the single line heads in the linotype face, whereas others appear in an eighteen-point line, is no less abominable than the use of stair-step couplets over important stories, one line of which is sometimes almost full, while its companion consists of but two or three short words.

✣ ✣ ✣

Having read a large portion of his breezy little paper, I am convinced that Joe Pennock, editor and publisher of the Mt. Victory, Ohio, Observer, is a progressive person. Among the commendable innovations that he has introduced from time to time in connection with his business are: First, enlarging his paper, next, installing new presses, changing to all-home-print, adopting the cash-in-advance-stop-when-up system, and just last January he capped the climax by buying a Ludlow Typograph for his composing room. The present size of the Observer is five-column quarto, all-home-print. As may be guessed, the contents are good. Brother Pennock possesses that inimitable literary style that "gets under the ribs" of the reader and "sort 'o sinks into your heart," and he shows a commendable judgment about gathering the news and putting it up in readable shape. The fact that the front page is clean is congratulatory, but otherwise the mechanical makeup is out of harmony with the ideal. The advertisement composition, as a rule, is plain and strong, but a defective print gives an unpleasing aspect to every page. It is beyond me to suggest the cause of this ill print, but there seems to be symptoms of imperfect ink-distribution as well as defective make-ready.

✣ ✣ ✣

The element of home-town boosting is certainly highly developed in the Grandville, Michigan, Star. It is a big paper, seven columns, eight pages, with ready printed interior, and, barring the two displayed ads on the first page, is succeeding pretty well in the effort to achieve a creditable makeup. The contents of this publication are commendable, there being an abundance of local news, supplemented with headed news-stories and a number of news-letters from special correspondents. The triple-deck heads are not of the most pleasing faces and, unfortunately, the several faces chosen for the purpose do not harmonize well. But perhaps the most deplorable feature about these heads is that the second, or "key" line, which should by all rules of head-making be full, is only partly so. Some of

No. 12

the ads are well set, as proved by the pageful reproduced herewith as Exhibit No. 12.

✣ ✣ ✣

Last, but far from being least, in point of excellence especially, among the several papers being reviewed this month, is this Judith Basin, Montana, Star, the first page of which is reproduced as Exhibit No. 13. There's no one who can gainsay me that it took an artist of the most eminent skill to produce an initial page like this. It is a style, of course, that at once stamps itself as original and out of the ordinary. The empaneled sub-heads, while extremely neat and attractive, make a feature that I would not recommend too strongly for general adoption, because, for the average printer (who does not understand thoroughly economical manipulation of rule) their use would prove a time-consuming problem; but it must be admitted that they look well as employed here. I am inclined to think, however, that I would prefer the omission of the dashes in connection with these panels, which in themselves serve in a measure the purpose of the dash. Talk about good presswork! We often speak of excellent presswork, but have in mind an impression far inferior to that upon the Judith Basin Star. The print on this paper is as nearly perfect as one is apt to find on a country newspaper. Of course, the advertisements in this sheet are set of such pretty faces, so handsomely impressed, and are generally designed in lines of such high artistic skill that one

cannot help admiring them; but, as one might anticipate from such an artist as produced a front page like that shown in Exhibit 13, these ads are fre-

JUDITH BASIN STAR

VOL. IV HOBSON STATION, PHILBROOK, P. O., FERGUS COUNTY, MONTANA, THURSDAY, FEBRUARY 8, 1912. NO. 17

COME OUT YOU EASTERNERS AND BEHOLD THE GREATNESS OF THE JUDITH BASIN

Stanford To Incorporate

Ready To Start Scrap

Bourquin Is Slated For Federal Judge

Judge Cheadle Withdraws Name

Colonist Rates Are Announced

Mason Have Social Time

Figures Show Montana Farmers Are Prosperous

Comparison With Eastern States

Prof. Shaw Book On "Dry Land Farming"

One Of The Best Ever Published

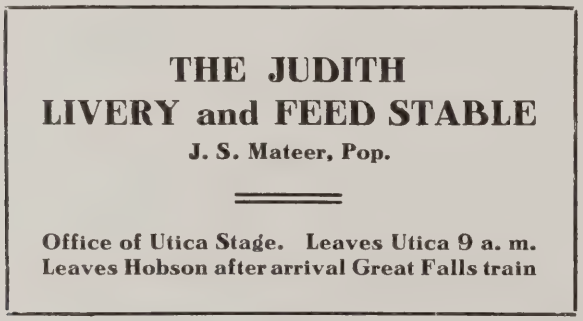
Survey Work About Finished

Free Trip For The Students

Horticultural Society To Meet At Great Falls Soon

No. 13

quently "job-worked," that is, overdone with a little too much fussiness. Happily, there are specimens, though, in which these elements are not to be found;

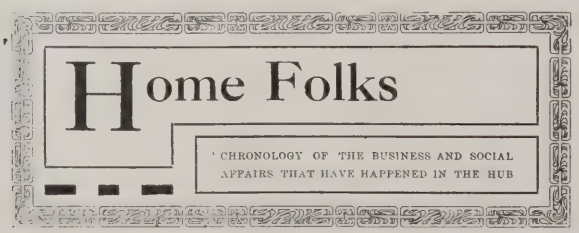


THE JUDITH
LIVERY and FEED STABLE
J. S. Mateer, Pop.

Office of Utica Stage. Leaves Utica 9 a. m.
Leaves Hobson after arrival Great Falls train

No. 16

as, for instance, in these reproduced as Exhibits 14, 15, 16, and one of the attractive department headings is represented in Exhibit 17. I am pleased to

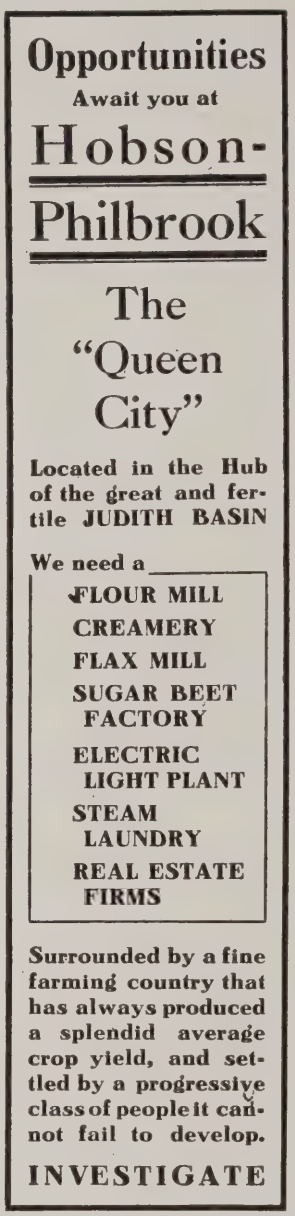


Home Folks

CHRONOLOGY OF THE BUSINESS AND SOCIAL AFFAIRS THAT HAVE HAPPENED IN THE HUB

No. 17

add that the Star's excellent features are not confined alone to its mechanical departments, but that, on the contrary, the contents are creditable, too, as the front page reproduction will suffice to suggest.



Opportunities
Await you at
Hobson-
Philbrook

The "Queen City"

Located in the Hub of the great and fertile JUDITH BASIN

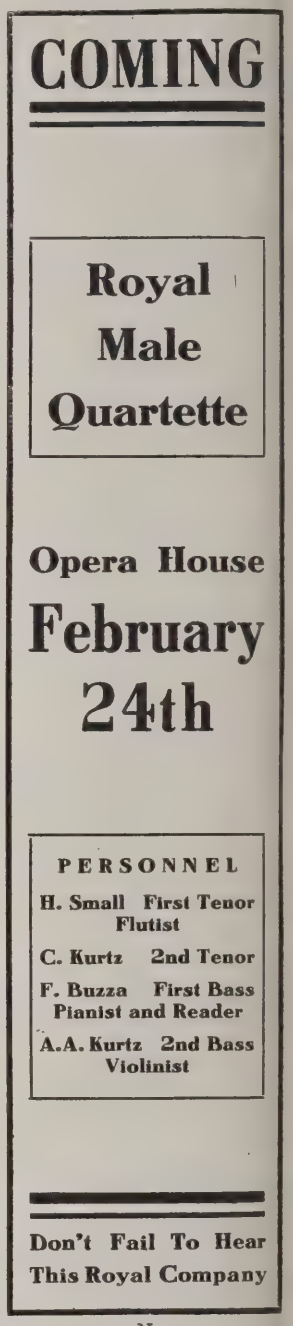
We need a

FLOUR MILL
CREAMERY
FLAX MILL
SUGAR BEET FACTORY
ELECTRIC LIGHT PLANT
STEAM LAUNDRY
REAL ESTATE FIRMS

Surrounded by a fine farming country that has always produced a splendid average crop yield, and settled by a progressive class of people it cannot fail to develop.

INVESTIGATE

No. 14



COMING

Royal Male Quartette

Opera House
February 24th

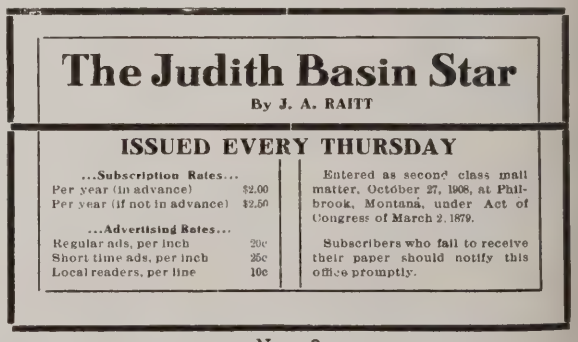
PERSONNEL

H. Small First Tenor Flutist
C. Kurtz 2nd Tenor
F. Buzza First Bass Pianist and Reader
A.A. Kurtz 2nd Bass Violinist

Don't Fail To Hear This Royal Company

No. 15

J. A. Raitt is the publisher of this sprightly sheet, as I determine from the sub-head, which is also



The Judith Basin Star
By J. A. RAITT

ISSUED EVERY THURSDAY

...Subscription Rates...
Per year (in advance) $2.00
Per year (if not in advance) $2.50

...Advertising Rates...
Regular ads, per inch 20c
Short time ads, per inch 25c
Local readers, per line 10c

Entered as second class mail matter, October 27, 1908, at Philbrook, Montana, under Act of Congress of March 2, 1879.

Subscribers who fail to receive their paper should notify this office promptly.

No. 18

pleasing enough in construction to warrant reproduction as Exhibit 18.

BENEDICT TALKS TO PHOTOENGRAVERS

St. Louis photoengravers spent a very pleasant and profitable evening May 16, at the St. Louis Ben Franklin club rooms listening to Mr. George H. Benedict of Chicago, the country-wide known and appreciated exponent of the logic of costs in the photoengraving business. Mr. Benedict has been a consistent advocate of a changed basis of fixing the selling prices of engravings from the square inch to the more practical and equitable plan of scale measurements, as in the case of electrotypes, because of the predominance of minimums, and he has labored unremittingly in the hope of seeing the reform adopted.

About thirty attended the meeting, including proprietors of engraving and electrotyping houses and their salesmen, Mr. Benedict being the guest of the St. Louis Photoengravers' Association and the consensus of opinion among the auditors was that if ever the square-inch fallacy got its sleeping potion the speaker tucked it away that night, at the same time modestly but convincingly presenting to his listeners the evidence of how and why they are permitted to remain in business, by grace of total large cut measurements overlapping the minimums just enough to stay on the job.

Mr. Benedict has recently collected valuable cost records from a number of leading photoengravers in large cities, which figures were taken from actual cost keeping accounts, and he has compiled from these a series of diagramed charts in which the actual amount of business done in each separate case and its cost were made historical data.

About fifteen charts were devoted to halftones and several to zinc etchings and with a green horizontal line fixed on each at the imaginary point of fifteen cents per square inch for halftones and six cents for zincs. It was clearly shown where the photoengravers' profits went in the huddling and massing of the globular spots representing the minimums, virtually crowding themselves off the charts at the losing point because of their excessive number and cost. Mr. Benedict's lecture with its chart exhibit was a revelation and the soaking in process from its disclosures is going on among St. Louis photoengravers.

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The Los Angeles Times, whose plant and building were wrecked by dynamiters, has placed the largest order ever given for all-steel composing-room furniture. This will be installed in their new building, which is nearly ready to receive it. The order is for nearly $11,000, and was given to Barnhart Brothers & Spindler of Chicago.

The Citizens' Publishing Company, Charleston, W. Va., is a new organization which has just placed an order for an outfit of $5,000 to $6,000 dollars, including a Babcock Express Cylinder Press, with Barnhart Brothers & Spindler.

✣ ✣ ✣

The Kidder Press Company take pleasure in announcing that they have had a very fair business year, which, they regret, does not seem to have been shared by all. They have developed, very successfully, many special features in the lines of their manufacture, and invite the solicitation of all parties interested in automatic roll feed, rotary, flat bed or specially constructed presses; also slitting and rewinding machinery for all classes of work. Their main office and works are at Dover, N. H. New York office, Gibbs-Brower Co., 261 Broadway. They are represented in Canada by the J. L. Morrison Co., Toronto. In Great Britain by John Haddon & Co., London. South America, J. Wasserman & Co., Buenos Aires, and they have recently established a new agency in the famous "Old World Pulp Lands of Norway and Sweden," with the firm of Aktiebolaget Axel Christiernsson, Stockholm.

✣ ✣ ✣

A remarkable increase of business is reported by the F. Wesel Manufacturing Company of Brooklyn, N. Y. Amongst the latest orders received by this well known concern is:

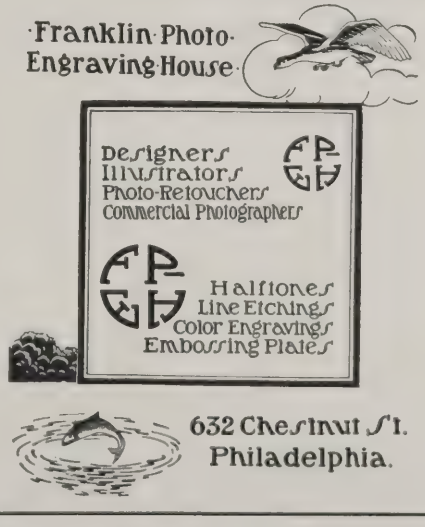
A complete electrotyping plant for Brooklyn Electrotype Company, Brooklyn, including a hydraulic molding press, etc.

The American Colortype Company of New York placed an order for 38,000 sectional bases for their presses, which is the largest single order ever given for such material.

The Crowell Publishing Company, Springfield, Ohio, publishers of Woman's Home Companion, have placed an order for seventeen large Wesel patent diagonal grooved iron blocks for Miehle presses, which together represent a printing surface of 40,275 square inches; 3,400 Wesel hooks are ordered at the same time with the above blocks. This represents the largest individual order for grooved iron blocks, and proves again the well-known reputation and merits of the Wesel blocks, of which there are almost 1,400 in use, practically in every prominent printing establishment.

If the improvement in business keeps on the way it has started in the month of May, the Wesel Manufacturing Company expects a record breaking month. The department for manufacturing grooved iron blocks and hooks is working at full capacity, and will require extension very shortly.

We are informed that the Wesel concern has again succeeded in bringing out a new improved style grooved iron block called the "Phoenix Block," which is especially adapted for color plate work, and insures absolute register. It is for the manufacture of this block that the expansion of the factory has become necessary.



WETTER

TYPE-HIGH NUMBERING MACHINE

Sold at Right Prices by All Type Founders and Dealers

Wetter Numbering Machine Company 343 Classon Avenue, Brooklyn, New York, U. S. A.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—One Model No. 1 Linotype No. 1112 and one Canadian Linotype No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

FOR SALE—One model No. 3 Linotype, Serial No. 7442, with motor and assortment of two-letter matrices. FRANKLIN PRINTING CO., 416 W. Main St., Louisville, Ky.

OLD ESTABLISHED PLANT FOR SALE.—Well-equipped newspaper and general printing plant, consisting of three cylinders, two platens, wire stitchers, Dexter job folder, power cutter, Standard Linotype, electric motors, etc. Established over 70 years. Two well-established specialties with large margin of profit. Daily and weekly newspapers with circulation over 1,700. County seat of prosperous agricultural county of 75,000 people. Output of plant $30,000 annually. Give ability to make the deal, in first letter. This plant is in central southern Michigan. Address T. S. C., care National Printer-Journalist, 4618 Ravenswood Park, Chicago.

FOR SALE—Our Complete Linotype plant, consisting of No. 2, No. 4 and No. 5 machines, equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

$2,000 NET ANNUAL PROFIT—My newspaper for sale in 1,000 town, South Michigan. $2,500 cash, $3,000 on terms to suit. No incumbrance. G., care Printer-Jour.

$35,000 buys leading daily newspaper property in city of 17,000. No job department. Annual volume of business over $28,000. Cash necessary, $12,000. Owner, having located elsewhere, is interested to sell. Equipment includes 3 linotypes. After paying salary to owner would probably pay 10% profit first year on price asked. Proposition D. K.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

Bargains in Printing Presses

FOR SALE

FOR SALE—One Cox Duplex Printing Press. Prints 4-6-8 pages. Overhauled and rebuilt. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Pony Straightline Press. Prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Four-deck Straightline Press, prints from 4 to 32 pages; one Goss Three-deck Straightline, Press prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price. GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12 pt. matrices, Rogers Tabular Attachment. Address "Bargain," care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago.

FOR SALE OR EXCHANGE for smaller machine, one modern, up-to-date 42x56 in. Scott front delivery two-revolution press. Machine in first-class condition but too large for our use. ETHERIDGE PRINTING CO., Grand Rapids, Mich.

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS

$1.20 per doz with extra tongues.

Megill's Automatic Register Gauge

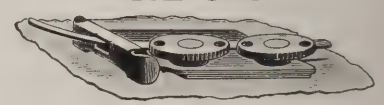
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency Method of attaching does not interfere with raising tympan

Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York

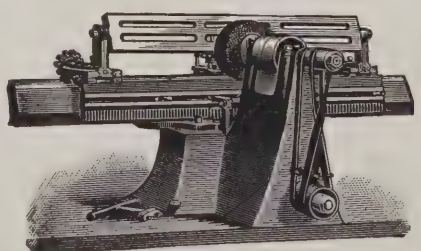
From us or your dealer. *Free Booklets.*

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES

$1 25 set of 3 with extra tongues.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60; 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

SERVICE

Stands first in pleasing your patrons in typesetting for the trade. To be thoroughly consistent this must be backed by personality conversant with all the technicalities of both hand and machine composition, the culmination of which is highest

QUALITY

These are the results obtained in book, job and catalogue composition when placed in our hands. Your correspondence is earnestly solicited in regard to the production of booklet, catalogue or publication, with the assurance of highest class workmanship.

Monotype "M & L" Linotype

Typesetting Co.

Telephone Lakeview 2515

4015 E. Ravenswood Park, Chicago

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MACHINERY CO.
A. F. WANNER PROP.

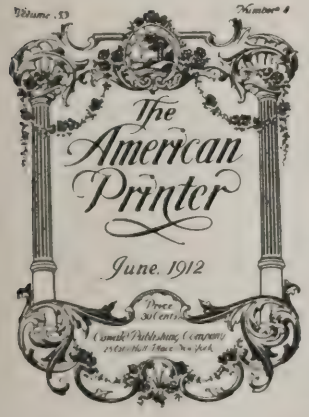
32x47 Babcock Despatch, double feed newspaper press, speed up to 3,000 papers per hour, with Dexter Folder attached, press guaranteed rebuilt by us, sold at a bargain	$1,600
Cox Duplex Angle Bar, 4, 6, 8 pages	3,000
Potter Web, Angle Bar, 6 or 7 quarto, 4 or 8 pages	3,000
Scott Potter Web, 4 or 8 pages, 6 or 7 quarto	2,000
38x55 Cottrell Perfector, 8 pages, 7 quarto	1,200
39x53 Babcock Standard Drum	800
41x56 Campbell, 4 roller, Book and Job Press, 7 quarto	900
36x50 Campbell Book and Job Press, 4 roller, 6 quarto	850

Send for *Complete Lists*—Largest Stock in Chicago. *Buy Only* Rebuilt Guaranteed Machinery.

WANNER MACHINERY COMPANY

703 South Dearborn Street — Chicago, Ill.

A Typographic Contest in Printer's Advertising—



Something new and original for compositors, layout men, ad-writers and printers generally — is announced in the

June number of
The
American Printer

The fourth lesson on estimating also appears in the June number. "Business and Cost Problems" and "Good Things Said at Cost Congresses" are new departments—something fresh and interesting every month. "How I Started a Printing Business," the leading article, will be appreciated by employer and employee. The Presswork and Typography departments contain ideas that are worth much money. The Machine Composition department is a winner. "Ideas for Printers"—always a popular page. "What's Queer in Printerdom"—bright and snappy; see the funny press! "The Young Printer" has been supplemented by "The Old Printer"—two good departments. Color inserts, actual samples of printer's advertising matter, reset specimens, organization activities, review of printed work—if there's anything new it is given in The American Printer.

American Printer readers get matter prepared exclusively for them

Send thirty cents for a sample copy of the June number now, or three dollars for a year's subscription

OSWALD PUBLISHING CO., 25 City Hall Place, New York City

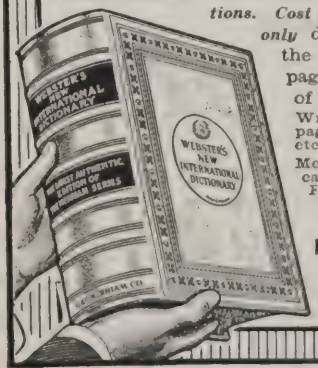
"Just the Information We Need"

WEBSTER'S NEW INTERNATIONAL

—THE MERRIAM WEBSTER

Every day in your talk and reading, on the street car, in the office, shop, and school some new question is sure to come up. You seek quick, accurate, encyclopedic, up-to-date information.

This NEW CREATION will answer *all* your questions with *final* authority. *400,000 Words Defined. 2700 Pages. 6000 Illustrations. Cost $400,000.* The *only* dictionary with the new divided page. A "Stroke of Genius."



Write for specimen pages, illustrations, etc.

Mention this publication and receive FREE a set of pocket maps.

G. & C. MERRIAM CO.,
Springfield, Mass.
U. S. A.

BUSINESS

The Greatest Game in the World

- - - and - - -

The Most Powerful Magazine

Business is a magazine of which it has been said: "Once a Subscriber—always one." A letter has just been received from Mr. C. C. Jewell, of Ventura, Cal., from which we quote verbatim as follows:

"THE inspiring articles running from month to month in your magazine have been a great help to me, and have helped me to rise from the ranks of bookkeeper to my present position of manager, and I would not be without the magazine for many times the subscription price."

WHAT could be a more dignified or worthy life's work than introducing into every office, store and factory in the land this great magazine—this medium of great influence—this powerful factor in the business world—which can do as much for each and every other reader as it has done for Mr. Jewell. And besides being exceedingly pleasant work—**it is mighty profitable.** Our commissions are most liberal. Write today for free explanation of our plans for special representatives.

J. H. LYTLE, Sales Manager

THE BUSINESS MAN'S PUBLISHING COMPANY

DETROIT, MICH.

Desk Sample Book and Directory of Watermarked Papers Free

Contains samples of 55 nationally-sold Bond, 21 Ledgers and a number of miscellaneous Papers.

Contains an Alphabetically-arranged Directory of All-Watermarked Bond, Linens and Ledgers with names of jobbing houses where the papers can be purchased, with the price per pound of each.

Contains formulas for ink matching and mixing, and other valuable information for the printer, publisher-printer and lithographer.

Free to Each Paid-up $2.00 Subscription

Subscribers to the *Printing Trade News* may secure a copy of the *Printing Trade News* edition of the Ramaley Price List and Estimating Guide, for $1.00. The price of this book, which is considered the most valuable work on the subject, is $1.50, and only paid-up subscribers can avail themselves of this $1.00 offer. Write now.

WEEKLY PRINTING TRADE NEWS

326-328 West 41st Street **NEW YORK CITY**

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The man who wins is the man who knows, and the man who knows is the man who reads. The books written on printing and related industries are teeming with money-making information. The best list of

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is published by *the Inland Printer Company*. This catalogue gives titles of books, prices and tables of contents of publications dealing with following departments:

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Composing-room
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These books contain efficiency information covering all branches from newspaper work and business management to the care of rollers. Send for the catalogue—a postal will get it.

You should have *the Inland Printer* in your office. It is the world's leading printing-trade journal. It costs $3 a year and is worth $30. $1.50 for six months or $1 for four months. Take it on trial and see how it helps.

The Inland Printer Company
632 Sherman St., Chicago

Want to Make Money?

Then use money making equipment—equipment that eliminates waste at every turn—that cuts out all unnecessary labor—that not only makes it possible, but *easy* to turn out more and better work—equipment that reduces your costs to the lowest possible point and that extracts *all* the profit—the very last penny—out of your work. The best and surest way to do this is to

Use

Rouse Time Savers

for Printers

Lead and Rule Cutters
Line-Slug Cutter
Universal Blocks
Register Quoins
Graduated Galleys
Newspaper Bases
Lund Extension Delivery
Mitering Machine
Rouse Job Sticks
Register Hooks
Iron Bases
Form Trucks
Composing Rules
Telescopic Line Gauge

Each the Best of its kind

Don't miss our Exhibit at
EUCLID ARCADE, CLEVELAND,
June 20-22.

HOTEL SHERMAN, CHICAGO,
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H. B. Rouse & Company
Chicago, U. S. A.

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High Grade Lithographic and Typographic

Printing Inks

Branch Office:
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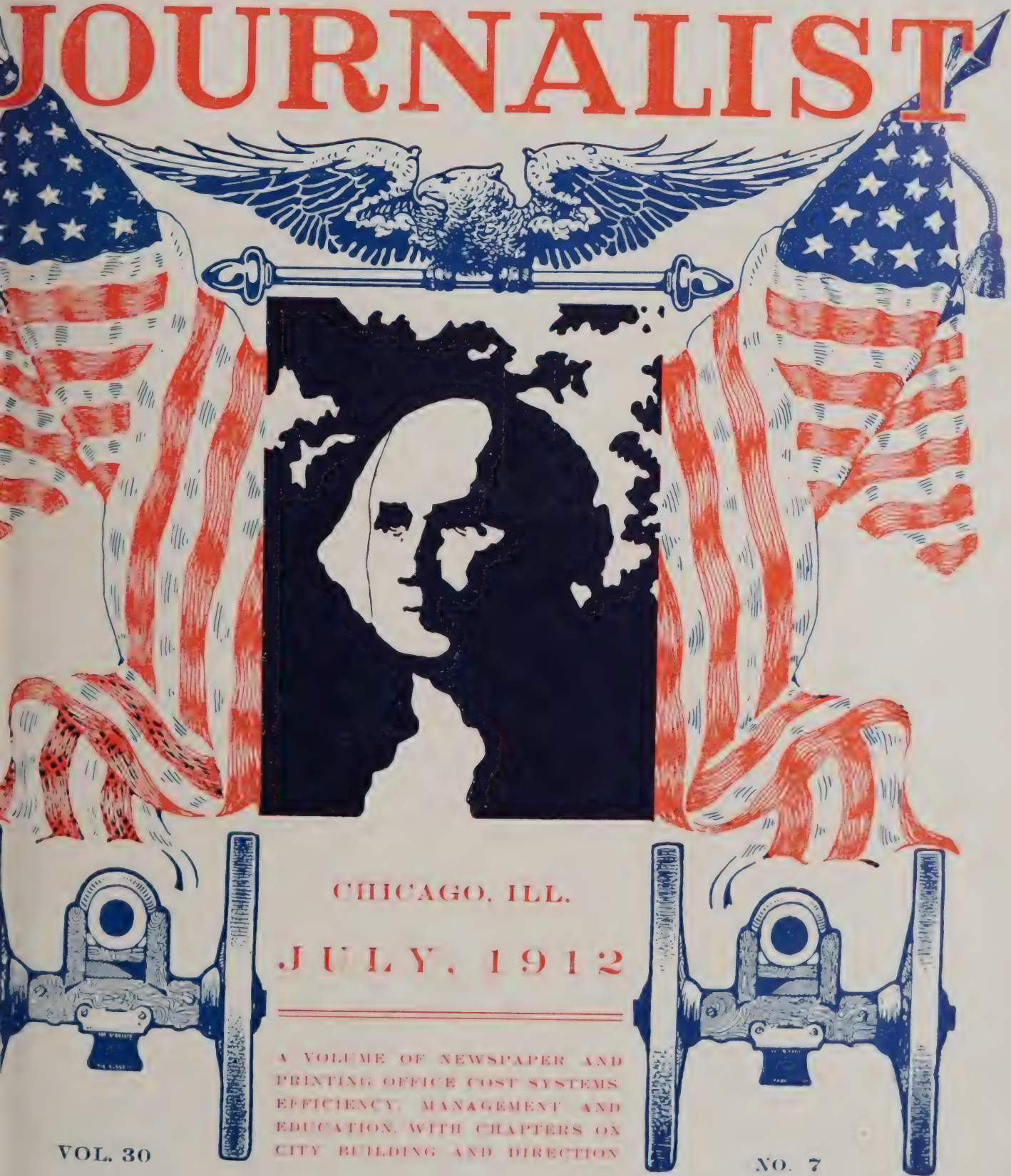
Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Trea

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

NATIONAL PRINTER JOURNALIST



CHICAGO, ILL.

JULY, 1912

A VOLUME OF NEWSPAPER AND PRINTING OFFICE COST SYSTEMS, EFFICIENCY, MANAGEMENT AND EDUCATION, WITH CHAPTERS ON CITY BUILDING AND DIRECTION

VOL. 30 NO. 7

FACTORIES

OF THE

H. D. ROOSEN COMPANY

78 Twentieth Street
Brooklyn, N. Y.

Manufacturers of Printing and Lithographing Inks
of the Highest Quality

BRANCHES IN ALL THE PRINCIPAL CITIES

DON'T REFUSE A BIG JOB

Because you haven't type enough to set it.

If you turn away a big job you can't handle properly, the small jobs will go with it.

Model 10, Single Magazine Two-Letter Linotype
$2,250

A MODEL 10

Single Magazine Two-Letter

LINOTYPE

will solve your type problems.

* * *

Sold on Easy Terms.

Unless your machinery and methods are modern, there is a printer somewhere who will take away your big work and make the profit which should be yours.

The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

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1100 S. Wabash Ave.

SAN FRANCISCO
638-646 Sacramento St.

NEW ORLEANS
549 Baronne St.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

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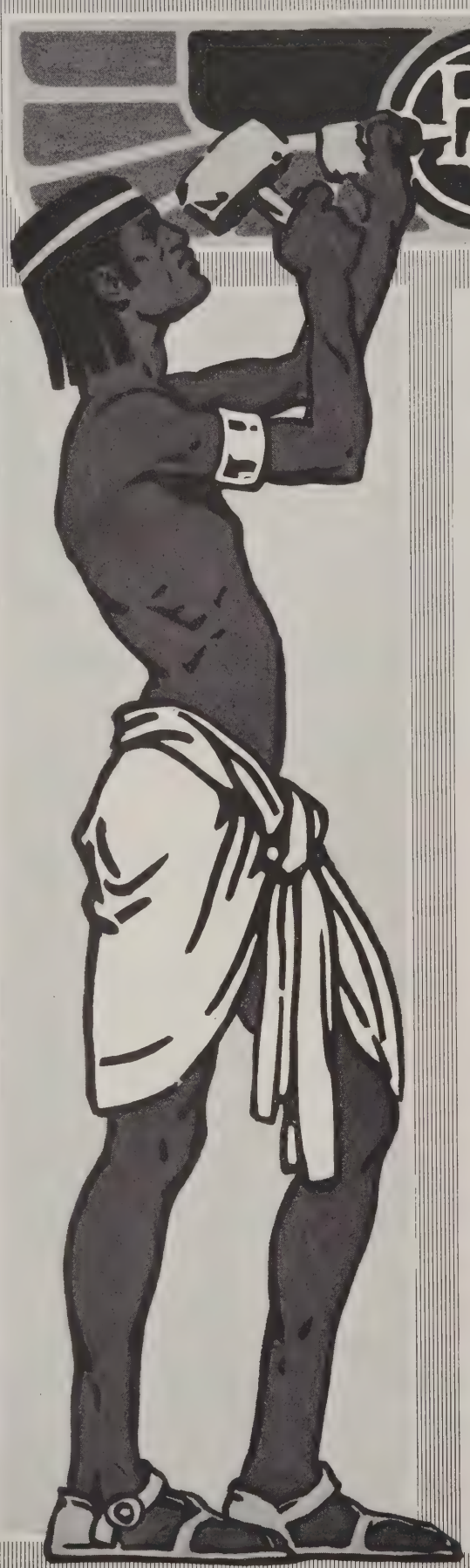
BUENOS AIRES: Hoffman & Stocker
RIO JANEIRO: Emile Lambert
PORTO ALEGRE: Brazil : Edwards, Cooper & Co.
HAVANA: Francisco Arredondo
SANTIAGO (Chile): Enrique Davis

MELBOURNE, SIDNEY, WELLINGTON, MEXICO CITY, — Parsons Trading Company
BOGOTA: Colombia : Manuel M. Escobar
TOKIO: Teijiro Kurosawa



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Thanking you for the interest displayed in this order and with best wishes, we are

Very truly yours,

The American Printer"

Commercial Photographs, Designs, Illustrations, Photogravures. Printing Plates of every kind for every purpose.

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Madison and Franklin Streets, Chicago
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Branch Offices and Art Departments in Fifteen Principal Cities

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72 Point — 3 A $7 75 4 a $5 40 $13 15

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PROMISED LARGER RETURNS
Buy Cheltenham Extrabold Now
Beautiful Characters Recognized
Advertise $1234567890 Figures

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PRINTING CIRCLE ENTHUSIASTIC
Many Desire Cheltenham Extrabold
Serious Craftsmen Offer Encomiums
Bright Smiling Compositor Satisfied

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STEADY CUSTOMER REQUIRES SIMPLICITY
Few Printers Rich Beyond Dreams of Avarice
Cheltenham Family Snares Big Elusive Dollar
Nothing Succeeds Like Well Filled Type Cases

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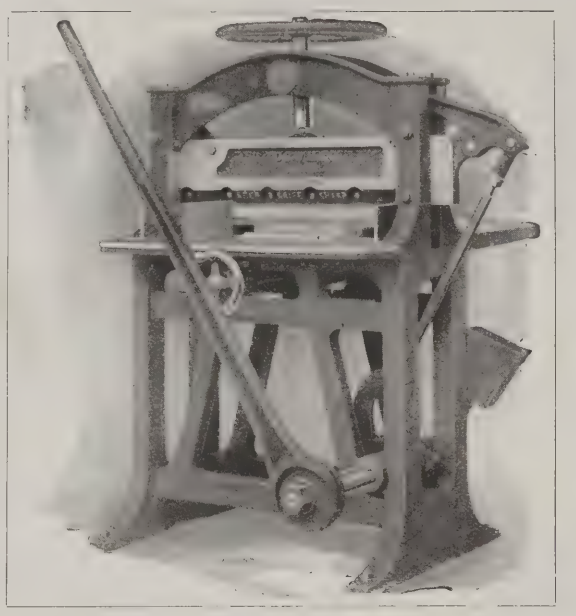
Delighted Compositor Produces Harmonious Specimen
Modern Advertisers Experience Universal Satisfaction
The World Prefers $1234567890 American Line Type

American Type Founders Company

ORIGINATOR OF THE CHELTENHAM FAMILY



The New Toggled Oswego Lever

CUTS LIKE CHEESE AND DOES NOT RACK YOUR BACK

(Patent Pending)

A new device on *Oswego* Cutters that makes the final cut a pleasure.

No jumping on the lever to get the knife 'way down.

Note the new straight girders, taking all the strain direct against the frames.

No bellied table to gouge the cut.

No knife-bolt slots to waste your time adjusting.

Just the cleanest, quickest, strongest, handsomest Lever Cutting machine that over a third of a century's experience and work along this one line of cutters is able to produce.

This pictures only one of the ninety sizes and styles of the *Oswego* and *Brown & Carver* and *Ontario* cutters that are made at Oswego as a specialty. Each Oswego-made cutter, from the little 16-inch Oswego Bench Cutter up to the large 7-ton *Oswego Auto Rapid Production* Cutter, has at least three points of excellence on Oswego Cutters only. Ask about the Vertical Stroke Attachments for cutting shapes.

It will give us pleasure to receive your request for our New Book No. 8, containing valuable information. Won't you give us that pleasure?

OSWEGO MACHINE WORKS

NIEL GRAY, JR., PROPR.

MAIN OFFICE AND WORKS: OSWEGO, N. Y.

Want to Make Money?

Then use money making equipment—equipment that eliminates waste at every turn—that cuts out all unnecessary labor—that not only makes it possible, but *easy* to turn out more and better work—equipment that reduces your costs to the lowest possible point and that extracts *all* the profit—the very last penny—out of your work. The best and surest way to do this is to

Use

Rouse Time Savers

for Printers

Lead and Rule Cutters	Mitering Machine
Line-Slug Cutter	Rouse Job Sticks
Universal Blocks	Register Hooks
Register Quoins	Iron Bases
Graduated Galleys	Form Trucks
Newspaper Bases	Composing Rules
Lund Extension Delivery	Telescopic Line Gauge

Each the Best of Its Kind

H. B. Rouse & Company

Chicago, U. S. A.

No Printing Plant Is Perfect

None will do its best work at the least expense, none will save all the time thus reducing the daily cost, without our

Steel Composing Room Equipment

We furnish blueprints ot the layout, and equip, throughout, any office.

Barnhart Brothers & Spindler

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WASHINGTON
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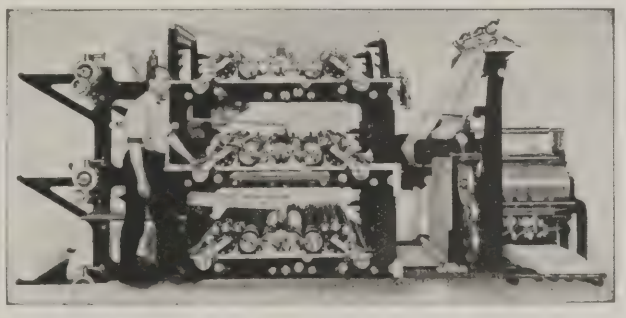
SEATTLE

DUPLEX TUBULAR-PLATE PRESS

MORE BEING SOLD THAN OF ALL COMPETING MACHINES COMBINED

SINGLE PLATE
BOOK FOLD
FULL SPEED
for ALL
PRODUCTS



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PAGES by TWOS.
NO COLLECTING
or HALF SPEED
CYLINDERS

12 PAGE DUPLEX TUBULAR-PLATE PRESS
WITH SELF-CONTAINED PAPER HOIST

OUR CUSTOMERS WRITE OUR ADS

"From the very start our Tubular-Plate Duplex has run as absolutely perfect as anything in the machine line could. Night after night we run our entire edition without a stop. We are more than pleased with the press and its work."

(From letter of the Fitchburg, Mass., Sentinel, June 11, 1912)

The Duplex Printing Press Company

Main Office and Works: BATTLE CREEK, MICHIGAN

LONDON: Linotype & Machinery, Ltd. NEW YORK: World Building PARIS: Linotype & Machinery, Ltd.

C. I. Johnson Mfg. Co.

"The Firm of Practical Men"

Saint Paul :: Minnesota

"Johnsonized Machinery" gives satisfaction

What the users say:

From Daily Times
Missouri Valley, Iowa

"We wish to acknowledge the courtesy shown us in our dealings with your house. Never having done any business with your house, were a little skeptical; but you have lived up to your contract to the letter, and the press is perfectly satisfactory in every respect."

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Hamilton, Montana

"The Cottrell, two-revolution press, is working in fine shape."

From The Ledger Press
Attica, Indiana

"The big Huber two-revolution press is running mighty nice; we printed over 60,000 impressions on it last month and everything has been entirely satisfactory."

From The Western News
Hamilton, Montana

"The press, Cottrell two revolution, is doing splendid work and we are greatly pleased with it."

From
The Carroll Co. Press
Flora, Indiana

"The Campbell two-revolution press was purchased of C. I. Johnson Mfg. Co. as well as all the new type and material; and right here we want to state, the Johnson people treated us courteously and fairly in all our dealings with them."

"Johnsonized" Machinery

Is NOT ordinary rebuilt machinery. We believe we have the best trained and most efficient crew of practical printing press machinists in the country and they are under the constant supervision of the proprietors, men who themselves are practical machinists --- and there is where our big advantage is.

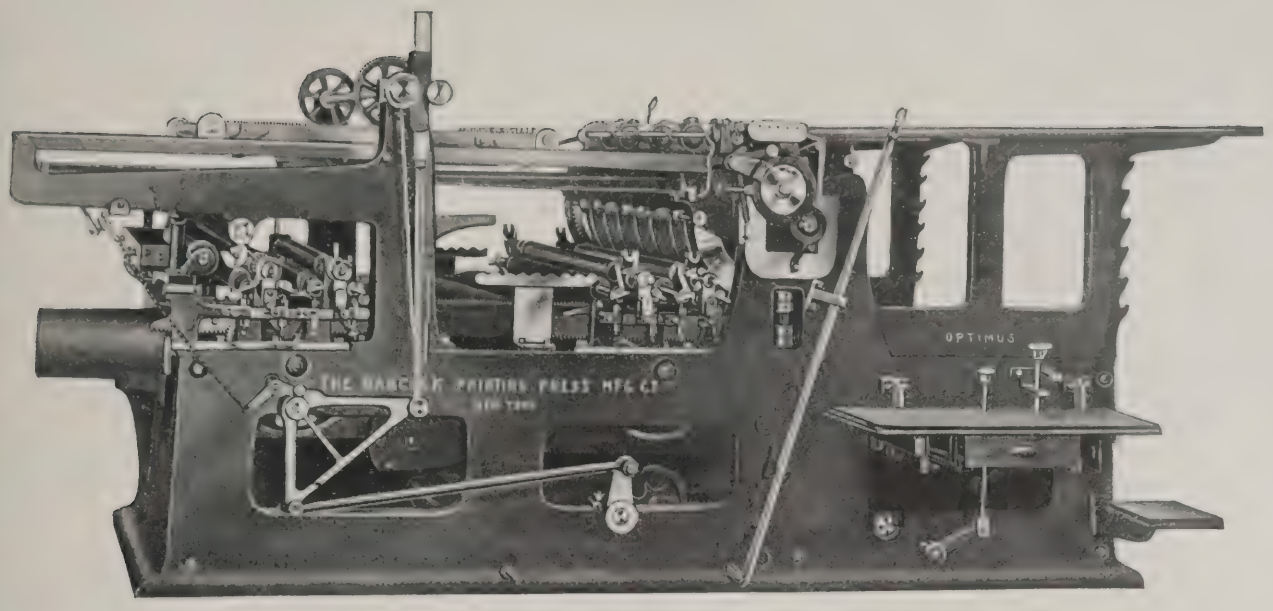
MORE THAN FIVE HUNDRED "Johnsonized" cylinder printing presses in use throughout the country.

C. I. Johnson Mfg. Co.

The Independent Printers' Supply House

Saint Paul :: Minnesota

Set in Cambridge and Caslon Full Face Type



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Babcock Pony Optimus

Babcock Pony Optimus

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Unusually good small two-revolutions, the best in the world, another says, the Optimus offers an exceptional line of three pony sizes.

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The No. 3 Optimus is a handy little press, printing a 22x28 sheet, and accommodating most cover papers, cardboards, double cap, and all small work of any sort. Its sturdiness, accuracy and efficiency were recently demonstrated by a heavy three-color job from a machine used for seventeen years in a large and busy shop that had not cost five dollars for repairs in all that time. Its 3000 an hour speed is made almost noiselessly and without effort.

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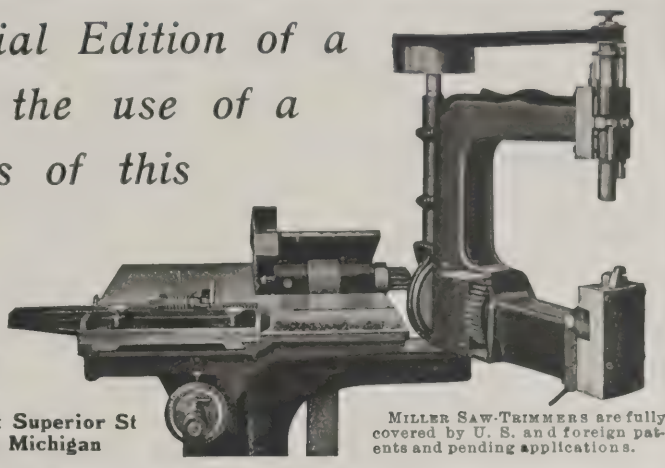

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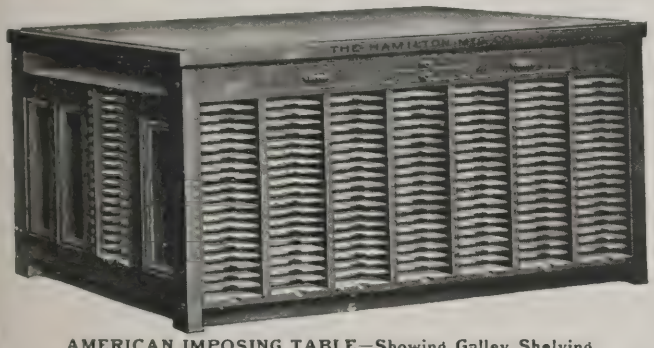

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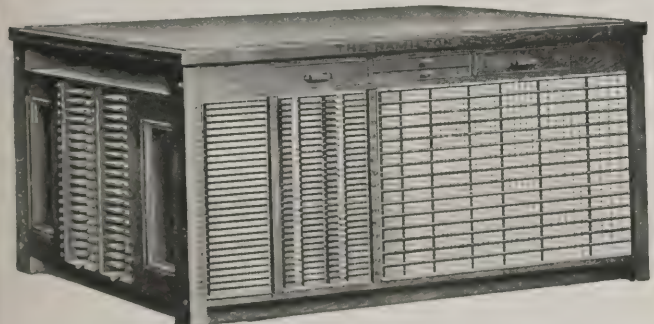
In this way we hope to maintain our reputation for building furniture that pays the printer to install. The ultimate net cost of the work is the real test.



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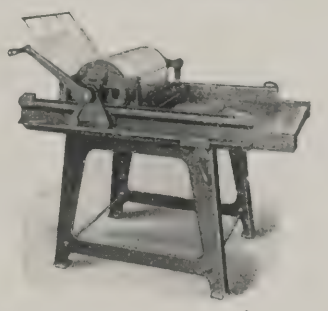
Are Your Proofs a Credit to Your Plant?



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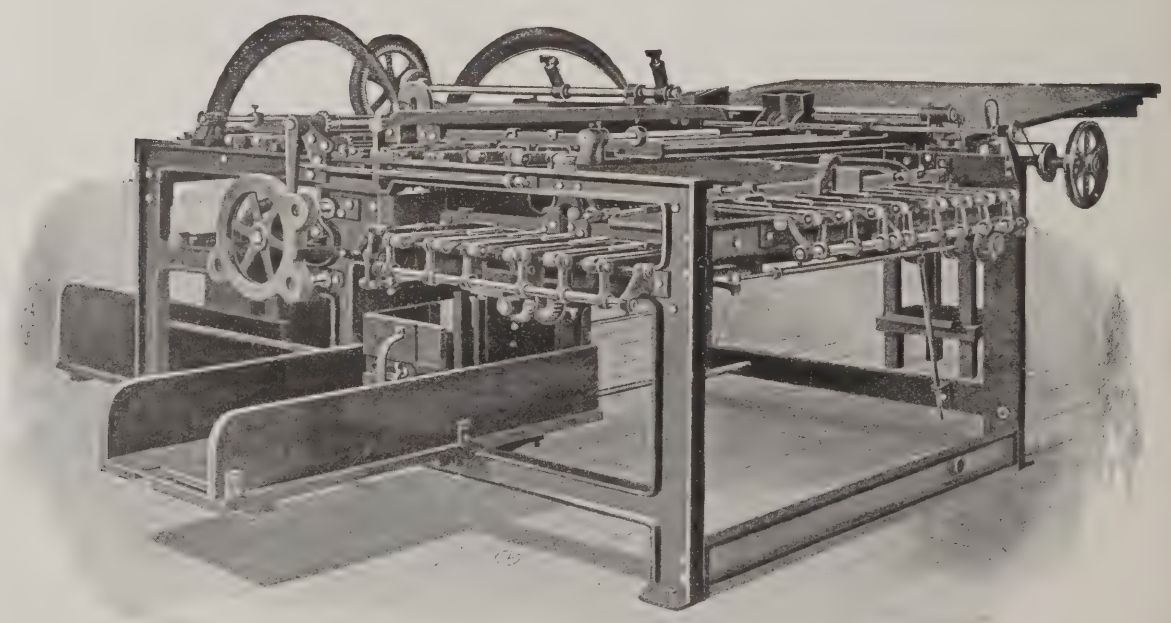

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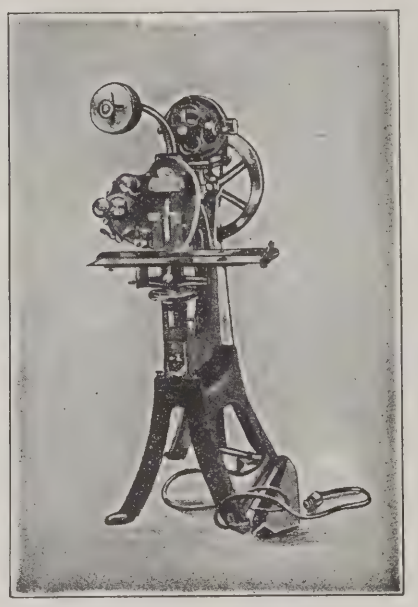

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National Printer-Journalist

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National Printer Journalist

A Journal For Printing And Allied Trades

Volume Thirty | Chicago, July, 1912 | Number Seven

Stated Addresses of the Twenty-Seventh Annual Convention National Press Association, Chicago, Illinois, June 24-27, 1912

Why I Put in a Cost System

Paper Read, Before National Press Association Convention, Chicago, June 24-27, 1912, by S. E. Boys, Publisher Republican, Plymouth, Ind.

HERE are two reasons why I put a cost system in my shop at Plymouth, Indiana:

First—Because I wanted to know what I was doing—wanted to know what it cost me to do business, so that I might be honest with myself and honest with my customers; and

Second—Because I was convinced that the newspaper business was not getting its fair share of the world's prosperity—that it was not getting financial returns in proportion to the importance of the business and I determined that I would be one to help raise my business, the newspaper business, out of the financial slough of despond where it has wallowed so long, and place it on that high plane where it rightly belongs. I was convinced that the only way to do this was by putting in a cost system.

Mine is the average country print shop. We publish a small daily and weekly, and do job work. The equipment consists of a standard Merganthaler linotype, Cottrell cylinder, Babcock pony cylinder, three jobbers, newspaper folder, cutter, stitcher, perforator, punch, etc. The experience of my shop in regard to advertising, subscriptions and job work is that of the average shop in a town of 4,000 people.

One day about three years ago I was sitting in my office thinking—actually thinking—something for which the newspaper man has far too little time, but something which he must do a great deal more of if he gets his business on the right financial plane. A customer had just been in and paid for a job. He thought the price charged was too high. Not knowing whether it was too high or too low, I threw off a half dollar in order to please him and be sure he would come my way when he had another job.

I was thinking: How do I know what to charge that man for his job in order to be honest with him and with myself? How much did that job cost me? What does it actually cost me to run this shop, anyway, and how much does the shop produce for that cost? To all of which questions I was compelled to answer in disgust: "I don't know a damned thing about it!"

Do you, in your shop?

Then I asked myself: "What kind of a business man are you, not to know what it cost you to run your business? How would you like to sit before a judge and answer questions as to your business methods, how you make your prices for job work, and why you charge ten cents an inch for advertising?"

I resolved that I would know my costs—that I would know what to charge every customer for his jobs and that I would know what I must charge per inch for advertising so that I could be honest with myself and honest with my customers—that I would be able to prove in any court that my business methods were fair and correct.

How I Got the System

At once I began to try to find out what it cost me to run my business. It was just at that time that there was such a great movement for cost systems all over the country—entirely among the exclusive job shops, however. I read everything I could get hold of and gathered a few crumbs occasionally which I could use. I came to Chicago to see Mr. Ellick, secretary of the Chicago Ben Franklin club, and he helped me some, but they had not yet thought of the job and newspaper shop combined and were not prepared to give definite help to the newspaper man. I bought Ramaley's guide for making prices, and later the Ben Franklin price book. I made another trip to Chicago to see Mr. Morgan, secretary of the National Ben Franklin club and got some more help. Last January at Indianapolis I met Mr. Ford Wallack, of the Miller-Wallick Press, Peru, Ind., and it was through his kindly help that I was guided at last into the straight and narrow way to a real cost system. That system which I now have consists of the following:

(1) A single job envelope ticket which holds the copy and gives instructions to the workmen about the job.

(2) A cost summary sheet bearing the same number as the job ticket, on which is entered every five minute period of time spent on the job, and also the cost of the stock, etc., which goes into the job.

(3) A workman's time sheet on which every workman in the shop keeps his time showing what he does during the day.

(4) A pay roll and labor distribution record book in which this time of the workmen is entered each day.

(5) A purchase journal and cost record in which is put every item of cost of the plant from a ten-cent donation to charity to the tons of white paper.

(6) A complete inventory record in which is put the names and values of everything in the plant from the ink bottle in the office to the linotype in the shop.

These blanks constitute a complete cost system. From them I can tell what it really costs me to carry on my business for a week, a month or a year. I can tell how much it costs me per hour for every hour of hand composition, whether it is spent on the newspaper or on job work. I can tell how much it costs me per hour on the linotype, on the Cottrell cylinder, on the Pony, on each of the three jobbers, on the folder, on the cutter, on the perforator, on the stitcher, or in the hand bindery work.

Knowing my costs, I can easily make my prices—make them fairly and honestly. I can be square with the

world and square with my wife and babies. If it costs me $1.50 an hour to run my cylinder press, and 75 cents an hour to operate my cutter, I do not charge a man $1.50 an hour for cutting paper and so beat him out of 75 cents, neither do I charge a man 75 cents an hour for work on the cylinder press and thus beat myself out of 75 cents. This is what I mean by being honest with your customer and honest with yourself. You can't be honest with either fellow without a cost system.

Advertising Charges

Not only can I know how much it costs me to turn out the ordinary job work, but I will know what it costs me to turn out my daily and weekly papers, which are the biggest jobs in my shop. When I find that out, I will begin to know how much we newspaper fellows will have to charge for advertising to come out even.

If there is a newspaper man here who can give me one real good businesslike reason why he charges ten cents an inch for advertising, I would like him to stand up—and I want to meet him after this session. If there is one man here who can tell how much it costs him to produce his advertising, I would like him to stand up—I want to meet him.

If we don't know how much it costs us to produce our advertising, how can we tell what to charge for it?

What a Cost System Does

I put in a cost system because while I was paying my workmen each week, I never paid myself anything, and I believed I ought to have at least $5 a week, and charge it up as part of the costs of the shop. I believed that interest on the investment and money it took to do business, insurance, taxes, rent, light, heat, power, repairs, advertising and traveling expenses, depreciation of machinery and type, freight and drayage, and all the other necessary cost of running a plant from year to year, should in some way come back to me in my charges.

How much was it; was I getting it all in my charges? My cost system tells me. Does yours? A cost system eliminates the poor workman, and enhances the value of the good workman, giving him a greater pride and interest in his work. It shows to the proprietor every hour of the day what is being done in his shop, and whether too much time is spent on what is being done. It gives him complete supervision and a definite mastery of the conduct of his entire plant. It leads him to "dump" old type in fonts too small to be of much service, and fill up his cases with large fonts of the most useful type. It causes him to do away with poor or inadequate machines and those most expensive to operate. It helps him to so arrange the equipment of his shop that he can turn out the utmost possible work each hour of the day with the least possible number of workmen. It leads him—yes it compels him to develop his shop to its greatest efficiency. It tells him to get the new, the best—and make the business pay for them.

A cost system gives "backbone." It enables one to say he can't do a $4.00 job for $1.50 just because his competitor did it for that. It makes the editor fearless because he knows his business. It makes him bold to face all the world with body erect and face to the front because he knows what he is doing in his shop. It makes him feel that, notwithstanding the volume of his business may be small, the quality of its management is every whit as perfect as that of the Standard Oil or the United States Steel Trust.

Papers Must Be Free

The work which the newspapers do for every community is almost beyond comprehension, and is not realized by the newspaper men themselves. The development of the business life, the enforcement of law, the advancement of the churches, the sustaining of good moral sentiment, the promotion of every public enterprise, the protection of the weak against the strong, the carrying on of every movement for the uplifting of human kind, the success of every politcial party—the very political life of the nation itself—all depend upon the newspapers.

For this momentous service to the public, the public does not pay a sufficient return. They ought to pay the newspapers more money than they are now paying them. The public will cheerfully pay more for this service, if in a kindly and businesslike way they are asked to pay more.

The only way the newspapers will be able to ask more in a businesslike way is by the installation of cost systems.

In return for this better pay, the newspapers owe the public a still better service than they are now paying. More money will give us more time to think, to study public questions, to be more clear, and fair and honest and correct. More money, made out of the business in a businesslike way, will give a "backbone" which will free the newspapers of this nation from those political and financial influences which now all too often color, and even mold editorial expression.

There will be no Moses or Abraham Lincoln to lead us out of bondage. We must be our own emancipators. We can free ourselves through the cost system. When that work is done, the public, who rightly look to us as educators and guides in thought and action, may rightly expect, and from us will receive, the very best which our souls may produce, unrestrained by any influence save the common good of our great country.

✣ ✣ ✣

The Cost System in Newspaper Print Shops

By A. B. Jordan, Publisher Herald, Dillon, S. C. Paper Read Before National Press Association, Chicago.

THIRTY years ago local capitalists owned a line of railroad 100 miles long that connected two South Carolina cities of some commercial importance. Their business methods, as compared with the business methods of the modern railroad, were rather crude, but nevertheless the road had been unusually prosperous, the stocks had enhanced in value and the stockholders were receiving good dividends on their investment. One night a train heavily laden with human freight plunged through an open drawbridge. On the train were many persons of prominence and the damage suits that followed the disaster forced the road into the hands of a receiver. I am told that the stockholders lost every penny they had invested in the railroad. Today that 100 miles of railroad is owned by northern capital and forms an important link in one of the largest trunk lines connecting the north with the south. Doubtless you are wondering what connection there is between a railroad disaster of thirty years ago and the cost system as it is employed in a modern printing office. The railroad disaster and the subsequent damage suits that forced the property into the hands of a receiver point a moral. Follow me a little further and it will become apparent.

Several months ago I stood beside a railroad official and viewed the remains of what had been a string of magnificent Pullman cars before the train plunged into an open switch while running at the rate of forty-five miles an hour. Fortunately there had been no loss of life, but the amount of property damage was enormous. I asked the official how much the wreck would cost his road. Imagine my surprise when he curtly replied, "Nothing!" Further questioning developed the fact that modern railroads are conducted on very economic principles. The cost of wrecks and the payment of damages for loss of life or injury to passengers constitute a part of the operating expenses. The freight and passenger tariffs are so regulated that a passenger is paid for before he is killed, and the cost of a Pullman car is held as part of the reserve fund before the wreck occurs. Every passenger that purchases a ticket and every patron that receives a pound of freight over a modern railroad pays his pro rata share of the wreck fund before the wreck occurs. This is a rather cold-blooded business proposition, but nevertheless it is true. If the 100 miles of railroad referred to in the opening paragraph of this article had been operated on the same economic principles, the accident that cost the lives of twenty passengers would not have forced the property into the hands of a receiver.

There are thousands of printing offices in the United States today conducting their business upon the same principle that was employed in the operation of that South Carolina railroad of thirty years ago. The only difference is the railroad was forced into bankruptcy through one single instance of short-sighted business policy, while as a matter of fact there are daily instances of short-sighted business policy gnawing at the vitals of the average printing establishment. Years ago the railroads discovered that operating expense versus dividends accumulations was a problem that must be solved before their properties could be placed on a paying basis. They went about it in a business-like manner—that is by meeting

each other on mutual ground, discussing the problem in a practical manner, and then by employing expert statisticians to reduce their crude abstract ideas into plain, concrete facts. So far as results are concerned, the perfect system on which modern railroads are operated and the rapid enhancement of their stock values speak for themselves.

The same problem that confronted the railroads thirty years ago confronts the printing establishments of the country today. Fortunately the printer has come to realize that he is confronted by a problem in the matter of operating expense and is looking for a way to solve it. There is, at least, some degree of comfort in this reflection, and those of us who have been laboring with the problem of overhead expense might look up and take courage.

We have been told time and again that the first step toward business success is honesty of purpose; the second is the practice of rigid economy; the third is a thorough grasp of details, and the fourth is to do what you attempt to do a little better than it can be done by anyone else. These four principles of business policy cover the subject of this paper—"The Cost System in the Printing Shop." Without it you cannot be honest with your patrons; neither can you practice the rule of economy; you cannot grasp the details of your business, nor can you improve upon the product of your more enterprising competitor across the street.

We have discussed the cost system in the abstract, now let us get down to plain, everyday facts. The average printing establishment in the South observes the nine-hour schedule. The average wage scale for a journeyman printer is 33 1/3 cents an hour. You roughly estimate that John can set a certain job and have it ready for the press in one hour—cost of composition 33 1/3 cents. You are paying your pressman 25 cents an hour and it will take an hour to run the job—25 cents. You add 10 cents for power, 10 cents for padding, 10 cents for ink, 10 cents for wear and tear, and the job is ready to be delivered at a total cost of 98 cents, plus the cost of the stock. You add a reasonable profit, say 75 cents, and the selling price of the job is entered on your ledger at about $2.25.

What about the bookkeeper in the front office whose time is costing you about 25 cents an hour? What about the other front office expense that averages about 10 cents an hour? What about rent, fuel, insurance, interest, taxes and other items too numerous to mention that average about 20 cents an hour in a two-man shop? And last, but by no means least, what about your own salary which should be at least 75 cents an hour? Deduct your 75 cents profit from this total operating or overhead expense of $1.35 and it has cost you exactly 60 cents to do an hour's work for someone else. Probably you will argue that a job requiring an hour's composition and presswork is worth more than $2.25. But how many two-men shops in the country average its equivalent—$20.25 daily, or $532.30 monthly? I dare say, not one out of every one hundred.

Let us take for example an establishment having an investment of $8,000, employing four men and equipped with linotype. Interest on investment, $640; taxes and insurance, $200; rent, $300; bookkeeper, $600; stamps and stationery, $60; light and fuel, $100; freight and other miscellaneous expense, $120; proprietor's salary, 75 cents an hour, $6.85 per day, or $2,144 per year of 313 working days; total, $4,164. Divide this by 313 working days and you will find that your daily expense is $13.31 cents, or $1.48 an hour before a type is set or a press begins to turn. There is no escape from this expense. It comes every day with the regularity of the rising and setting of the sun. It does not matter whether business is brisk or dull. Close your doors, give your office force a holiday and this overhead expense continues to pile up just the same as if your presses were running on full time. Like interest on a mortgage, the interest on your investment accumulates even while you are sleeping.

I do not want to weary you with statistics, with figures that involve cost finding, but I do not feel that this article would be complete without some reference to the cost finding system as it should be applied to the smaller printing establishments—that is, the average weekly newspaper office.

Now let us take, for example, an office with an equipment representing an investment of $4,000. I will state just here that every office, whether large or small, should have a complete system of bookkeeping, and this is practically impossible without the services of a bookkeeper. The man who edits a modern eight-page paper, looks after the financial end of the business and fills the position of general manager takes upon his shoulders the work of at least two active men. He has his hands full, and if he attempts to do the book work he will invariably take short cuts that in the long run will completely disorganize and disarrange the completest cost-finding system that he may be able to apply to his business. Therefore, the smaller the business the greater the necessity for the adoption of the cost system. Without it you are more apt to underbid than to overbid on the cost of a job. It will cost you just as much to employ a bookkeeper for a $4,000 plant as it will cost you to employ one for an $8,000 plant. The cost of light and fuel will be the same, the salary of the proprietor should be at least $5 per day, while such items of overhead expense as taxes, insurance, interest, stamps, power, etc., should be about one-half. Using these figures as a basis to work upon, we find that the hour cost in a $4,000 establishment is a fraction over $1. Thus it will be seen that if an establishment of this kind does not set a type or turn a press during the day it is just $9 poorer at the close of the day than when it opened its doors for business at 8 o'clock that morning.

Now, my friends, the figures submitted in the foregoing paragraphs do not include the cost of labor, wear and tear on machinery, waste in the cutting of stock, losses from bad accounts, interest on money borrowed to pay past due accounts, loss of interest on what might be termed "good accounts" ninety days past due, possible break-downs and numerous other items of expense. If I were to go into details and show you the actual cost of a job by adding the cost of labor, stock, etc., at prevailing prices, I greatly fear that I would not only exhaust your patience but that some of you who have never taken the trouble to investigate the cost-finding system as it is employed in a modern printing office would at once conclude that I should be elected president of the Ananias club.

The idea I would drive home is that in order to place a printing business on a safe and substantial basis it is necessary to find out the actual operating expense per hour, the actual amount it costs to keep an office open nine hours during the day. Then add to this actual standing expense the cost of labor, stock, wear and tear, power and every other item of expense involved in the production of a job. Add to this a profit of 25 per cent and you have the selling price of the job before you. Often, and very often, it is first necessary to print the job before you can arrive at the actual cost of production. If the customer insists upon a price in advance it is better to lose the job than to run the risk of losing money on it.

Now, a problem that I hesitate to discuss, because it is second only to the one that involves the squaring of the circle, is the division of expense in the smaller printing establishment that combines its job and newspaper departments. We all know that in the average weekly office it is practically impossible to keep one employe at work all the time on jobs, another on the newspaper and another on the linotype. Each must assist the other in the several departments. It is here that we come to realize the importance of knowing the cost of an "advertising inch," and also the cost of a yearly subscription. This can be worked out with some degree of accuracy by employing the same principle that we employ in arriving at the "hour cost" in the job department. Therefore, in order to make your system complete it is necessary to use an ad ticket. These tickets show the actual hour cost of ad composition, the amount of space each advertisement occupies, the number of insertions to be given, and the date of expiration. It is a record for your foreman and is returned to the front office at the end of each week for checking purposes. It is also necessary to open on your ledger an advertising account as well as a job and subscription account. At the end of the month the total amount of the month's advertising is carried to the advertising account, the total number of subscriptions collected during the month is carried to the subscription account, while the total amount of job work for the month is carried to the job account. Deduct from your total monthly expense the total hour cost in your job department, as shown by the job tickets, divide the remainder between subscription and advertising, and you not only have before you the actual number of hours your employes made during the month, but also a pretty clear idea of what it has cost you to send each subscriber a paper for

thirty days, as well as the net profit on your advertising space. You can bring it down to a still finer point by crediting each account with its pro rata share of the collections as they are made from time to time and at the end of the year you can easily tell which department has been the most profitable.

Already I have trespassed upon too much of your time. This subject involves so many questions that it is impossible for me to discuss it as thoroughly as I would like to in the short time that has been allotted me. The cost system, summed up briefly, means that overhead expense must be charged up to the customer before he enters your office, just the same as the railroad requires its patrons to contribute to the wreck fund before the wreck occurs. Railroads cannot operate trains and avoid wrecks; neither can we operate printing establishments and avoid overhead expense.

As the world progresses and competition becomes keener and keener in the struggle for existence, man leans more and more toward system for his strength and support. Even has it occurred to me that the spirit of divinity which lives somewhere in the soul of man finds its highest expression in his struggle for system. When we look around us and see the perfect system that controls the universe we cannot escape the conclusion that some part of God lives in man, for man in his feeble efforts to establish some kind of system for the control of his own little affairs is merely following in the footsteps of his Creator.

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The Professional Trade Press as a Teacher

By Frank Leroy Blanchard, Managing Editor of the Editor and Publisher. An Address Delivered Before the National Press Association at Chicago, June 25, 1912

It may seem somewhat heretical for me to say in this presence that while the newspaper press, next to religion, is the mightiest civilizing force on earth, in educational value it does not begin to compare with the professional or trade press. We have been so accustomed to ascribe superhuman powers to newspapers that it may seem presumptuous for us to even suggest that there is, or may be a limit to their activities. Those of us, however, who have been engaged in newspaper work during the last twenty-five years know, as a matter of fact, that these limitations are becoming more and more numerous and more sharply defined as the years go by.

The first newspaper ever printed, which was founded in Strassburg about 1602, contained nothing but news. Johann Carolus, its editor, had but one idea in giving it to the world, and that was to present in convenient form such information as he could gather through correspondents in the seventeen largest cities of the world, or could himself secure from travelers and others in the old city of Strassburg. In some respects he had as clear an idea of the mission of the newspaper as we of today. He, of course, never dreamed that the newspapers that would be printed many years after he had been gathered to his fathers would contain advertising, pictures, stories and articles on a thousand and one subjects that cannot be considered news. In an edition of his paper published in 1609 he recorded the invention of the telescope. It was Carolus who conceived the idea of having correspondents to gather the news and send it in to the paper. Many of us have supposed, up to within a few years, that this was a distinctly modern idea.

From mere newspapers our journals have developed into veritable encyclopedias of knowledge. They have, to a degree, usurped the domain of the literary monthlies and are even now making such inroads on magazine circulations and advertising that the owners of the latter are beginning to feel some alarm as to their future.

One of the most serious faults of the newspaper of today is that it tries to cover too much ground. It is already too big in size to be handled conveniently. Advertising is, of course, responsible in a large measure for its expansion from a small single sheet to the 24-32-page daily issues now so common; but competition has also had much to do with it. In their efforts to get attractive newspapers, editors are scouring every corner of the earth and every realm of knowledge for material. They print novels, works on scientific subjects, books, reviews, symposiums on a wide variety of subjects, technical articles, articles on travel, economics, art, music, etc. They print pictures of news events that happen, and sometimes of news events that never did happen, with great fidelity.

The presentation of all this matter in addition to the regular news results in the production of a paper that no business man can possibly find time to read or digest. The average man does not spend more than thirty minutes a day in perusing his favorite daily. This barely gives him a chance to much more than skim over the important news. He will probably find in it several long articles that he would like to read, but cannot for lack of time.

Those of us who have given much study to present conditions in the publishing field are firm in the belief that the newspaper of the future will be much smaller in size and contain fewer pages than at present. Much of the literary and miscellaneous matter now carried will be omitted, and the current news will appear in a more condensed form and will be so classified that the reader will be able to find all of the items the paper contains on one topic in one place.

The advent of the professional and trade papers was due to the demand for publications that would segregate from the mass of current news those items that pertain to a given occupation. At that time newspapers in different parts of the country were occasionally printing these articles, but the papers were so widely scattered that no one outside of the several cities in which they were published, except the exchange editor, ever saw one-tenth part of them. Sometimes people subscribed for newspapers printed in a dozen or more of the largest cities for the purpose of getting hold of these articles, but the cost was so great that few professional men, and only business men engaged in large operations, felt they could afford the expense.

It was at this point that the first of the trade or professional papers made its appearance. They were founded by newspaper men who saw in this new field an opportunity for making easy money. They were crude in appearance and contained little original matter—the most of the articles being clipped bodily from the daily newspapers in which they had appeared. The editorials were perfunctory in character, and, because of the inexperience of the writers in the particular trades or profession represented, they contained many mistakes. Quite a number of these earlier trade publications were established for the sole purpose of "pulling the leg" of the more important manufacturing or retailing concerns through their advertising columns.

And yet, with all their imperfections and shortcomings, these periodicals had a valid excuse for existence. In the words of a much overworked phrase in editorial columns they "filled a long felt want" and soon became established firmly in the favor of their subscribers.

As time went on it became apparent that the editors of these publications ought to possess something more than a newspaper training in order to give the best service. They needed an intimate knowledge of the profession, trade or business represented. An editor might be ever so good a writer but if he did not understand the technique, nomenclature, practice and conditions of the occupation he could not avoid making all kinds of ridiculous mistakes in the printed page. This, of course, had the effect of discrediting the publication as an authority in the field it attempted to cover.

And so it came about after a while that the editors of these trade or professional papers were recruited from the occupations or businesses they represented. This naturally resulted in the publication of journals that more nearly met the needs of their several classes of readers. Gradually the quantity of clipped matter used was reduced and original articles substituted until now the former has almost disappeared from their pages. Perfunctory and insipid editorials have given way to intelligent and helpful expressions of opinion upon important topics of the hour. Advertisers have found it more and more profitable to use these mediums because of their increased prestige and their growth in circulation.

Today trade newspapers are conducted by experts who have won a high position in the business to which their periodicals are devoted. They receive large salaries; in fact, the publishers are obliged to compete with the technical schools, the colleges, the manufacturing, industrial and commercial houses that are always on the lookout for brainy men for their service. The editorial pay rolls of some of these journals aggregate $1,000 a week, and even at that the number of men employed is often small, but each member has received a technical or professional edu-

cation and has a practical knowledge of the business.

A periodical conducted by experts who are working to really help those who subscribe for it is bound to be successful because men in all lines of business who are progressive are continually searching for information that will help them to develop greater efficiency and to attain higher skill.

The trade journal of today is rich in advertising, is printed on fine paper, is generously illustrated and typographically attractive. Its province is to supply its readers not only with the news of the trade, but to give them the results of the experience of men who are the recognized leaders in the field. Take the Engineering News as an illustration: this journal contains each week a record of the new electrical plants that are in contemplation or have been established, papers on or discussions of vexatious or intricate problems encountered by engineers in their regular work, descriptions of new inventions that promise to be of value to machinists or manufacturers, news articles that have been collected by special correspondents, gossip of the trade, personals, reports of conventions at which important subjects are discussed, etc. Other trade journals are conducted on similar lines.

The value of such periodicals to their readers cannot be measured. They enable the engineer way out in the wilderness of the Far West, or in the jungles of Africa to keep in touch with his brothers in the great cities and receive the benefit of their experience, and if a better way is found to accomplish a given result the technical journal tells him all about it. He is kept informed as to any changes that may take place in the cost of material, and is thus able to accurately figure his estimates and thus avoid making serious errors in his contracts.

Away out in the wilds of Nevada, a hundred miles from the nearest town, a young engineer, a few years ago was engaged in installing a mining plant consisting of pumps, drills, ventilating fans, ore crushers, hoisting machinery and the electrical motors that were to operate them. It was the first big contract he had tackled since leaving the Columbia School of Mines, and he felt that his future, in a great measure, depended upon his success in handling this job.

While at work one day he was suddenly confronted with a mechanical problem that puzzled him. He had never come across anything like it before, either in the text books or in his experience, and although he bent all his energies to its solution it still baffled him. There were no other engineers in that part of the state whom he could consult; the nearest telegraph station was seventy-five miles away; absence from his post, even for a day, meant delay in the work and the enforced idleness of a large gang of men. What should he do? He lay awake all that night thinking about it; he could see no light in any direction; everywhere he turned a high stone wall, unscalable and without an opening, seemed to rise before him. He hated to admit, even to himself, that he was at the end of his resources, but he knew in his heart that it was true. When morning dawned he arose from his sleepless couch thoroughly discouraged and disheartened. The foreman, noting his haggard appearance, told him that he was working too hard, and that if he was not more careful of himself he would soon break down.

Late in the forenoon one of his men brought in the mail from a postoffice fifty miles away and dumped it upon the table. After looking over the letters the engineer picked up a copy of an engineering weekly to which he had subscribed, and, tearing off its wrapper, ran his eye over its pages. He was about to throw it aside for future examination when his eye fell upon an article that riveted his attention. As he read down the column it suddenly flashed across his brain that the writer was giving a solution of the very problem that had puzzled him.

A moment later, with a "hurrah" on his lips, he dashed out of his tent and startled his associates by telling them how to cut the Gordian knot.

T. A. Rickard, editor of The Engineering and Mining Journal, a few years ago visited the big copper smelters at Houghton, Mich. When the superintendent who took him about the plant learned who Mr. Rickard was he took from the inside pocket of his coat a note book filled with closely written entries, and handing it to his visitor, said:

"You will find in this book the most important data covering smelting that you have published in your paper during the last six months. Hardly a day passes that I do not make use of some of the suggestions it contains. They have already saved us thousands of dollars in the operation of this plant."

These are only two out of many instances that might be cited showing how the technical press helps the engineering and mining industry. To those engaged in these occupations they furnish what is practically an extension of a college or university course; they keep them informed as to what other engineers are doing, of the results of experiments conducted for the purpose of economizing time, labor or material; of the ways of solving old problems, and of the new enterprises that are being undertaken in various parts of the world.

The man who doesn't read at least one of the leading technical journals devoted to his line of work is seriously handicapped by his ignorance when he attempts to compete with those who do. His estimates of the costs of construction are certain to be higher and less accurate than those of engineers who are acquainted with up-to-date methods. In no other business is the reading of a technical paper more necessary than in engineering and its allied trade. The changes in practice, in machinery, and in processes are made so rapidly that one finds difficulty in keeping track of them even with the assistance of the trade press. The fate that befalls the technical books that are published emphasizes this fact. A work on engineering that is ten years old is hardly worth reading, while one twenty-five years old is only valuable as a curiosity or for the purpose of comparison.

While there are many technical publications in the field some of the leaders are The Engineering News, already referred to, covering the four divisions of engineering—civil, mechanical, mining and electrical; the Engineering and Mining Journal, covering the mining field especially; the Electrical World and the Engineer. The managers of these publications spend money liberally to secure the latest news of the field and the best articles by specialists for their column. If a reservoir gives way in Pennsylvania, an irrigation dam bursts in Colorado, a bridge breaks down under a train in Missouri, an explosion takes place in a mine in West Virginia, or a great building falls in New York, they send representatives to the scene of the disaster at once to ascertain the cause and report the same for the future guidance of their readers. Of course the daily newspapers also report these events; but owing to the limitations of time, and the fact that the reporters are not experienced engineers the articles they print have little professional or technical value.

The editors of these trade papers must be engineers of the highest type, for they are conducting them for the benefit of the ablest men in the business. If they make serious mistakes and show by their work that they have not had the necessary technical training to discuss engineering subjects intelligently, the paper will lose its hold upon its constituency.

Engineers as a rule are isolated from each other and for this reason do not have a chance to get together, except in the larger cities, to compare notes and exchange ideas. To them, therefore, the technical journal is a guide, counsellor and friend. It brings to them each week the best information they need in their work; it gives lists of new books that will help them; it calls their attention to the latest inventions and improvements in machinery; it gives advice on knotty problems and encourages them to make known to the other members of the profession what they have discovered of interest in their own practice.

If an engineer is not able to get from $500 to $5,000 worth of utility out of any of the first-class papers in his field he is not alive to the value of the information it furnishes. The publication of a series of articles in one mining journal on pyrite smelting a few years ago caused several of the largest smelters to change their entire method of ore treatment.

The journals devoted to the medical profession are among the ablest of all class papers. They are invariably conducted by graduate physicians who add to their skill in practice the ability to write plainly and skillfully on medical topics. There are in the United States about 150,000 physicians, in whose behalf 203 periodicals are printed. It should be remembered, however, that the medical press represents many branches of the subject. Its scope is indicated by the fact that it includes papers devoted to drugs, pharmacy, materia medica, therapeutics, surgery, obstetrics, gynecology, osteopathy, bacteriology, laryngology, otology, pediatrics, medical practice, cutaneous and genito-urinary diseases, physical culture, dentistry and homeopathy.

The physician occupies a peculiar position. He sus-

tains much the same attitude to the public as a priest but without, of course, the religious relationship. While the priest ministers to the needs of the soul the physician's interest centers in that wonderful creation, the human body. It is difficult to determine offhand which of the two gets closer to a person's real self. A clergyman dealing only with the spiritual needs of his parishioners cannot, with all his insight, have a knowledge of the secrets of physical life that are unhesitatingly revealed to the eye of the physician. If there is any professional man who needs to study constantly in order to serve humanity best it is he who is called upon to fight disease, to use the scalpel and usher human beings into the world. The revolution that has taken place in medical practice in the last decade is amazing.

Scientific research is constantly revealing new and vitally important facts concerning diseases and their treatment. Plagues no longer sweep the earth and send to their graves hundreds of thousands and even millions of human beings. The doctors have conquered them, or confined them, and made healthful and habitable many districts in which they once flourished.

In no profession has greater progress been made than in surgery and in the treatment of disease. Specialists working in laboratories, hospitals and institutions devoted to scientific research have made discoveries that have entirely changed medical practice. Some of the wonderful operations now performed for the saving of human life would be regarded as miracles by the doctor of twenty-five years ago.

A physician who does not know what is going on in his own profession, who does not acquaint himself with the results of scientific investigation, and who is ignorant of the work that is being done in the hospitals, is derelict in his duty to those who intrust him with their lives. There is no excuse for ignorance in these days of the printing press, the cable, the telegraph and the telephone. No matter how remote a town or a city in which the physician is located may be, he can keep constantly in touch with the best thought in his profession through the pages of his medical journal.

The late Dr. George F. Shrady, who for thirty-eight years was the editor of The Medical Record of New York, and who was considered one of the ablest surgeons of his day, in talking with me several years ago on the educational value of the medical press, said:

"Perhaps the most important service rendered the profession is in collecting and presenting in available form the latest and best information in the entire realm of medicine. The medical journal brings the physician, wherever located, in weekly or monthly contact with the greatest men in the profession and places at his disposal the results of their practice and experience. It keeps him informed of the new discoveries made in the treatment and cure of disease, of new inventions in surgical instruments and appliances, of new and improved methods employed in fighting epidemics in large centers of population, and of ingenious application of electricity to the solution of intricate problems presented in hospitals and in private practice.

"The presentation of this information week by week enables the physician to digest and make use of it instead of waiting two or three years for it to be published in book form and given him in a mass. The results of the experience of other members of the profession becomes immediately available, and may be instrumental in saving the lives of many patients. The medical journals serve the public as well as the practitioners by furnishing the daily papers advanced copies of articles on important subjects, in which the public interest is for the moment centered."

One of the foremost physicians in the United States has said that greater progress has been made in medicine during the last twenty-five years than in the preceding two hundred and fifty years. Although it would be presumptuous to claim that the press, both secular and professional, has brought about this remarkable improvement, yet it is true that it has contributed more than any other single cause.

Let us now turn our attention for a moment to the legal publications, of which the American Newspaper Annual of 1912 enumerates eighty-eight. Owing to the fact that every state has its own Supreme, District and Municipal courts in which decisions are continually being handed down that affect legal practice, it is vitally important that the men engaged in the profession should be kept acquainted with these decisions, which are published in two forms: One in official reports printed in book form at stated intervals, and the other in the periodical devoted to the profession itself. Of course it is not possible for any paper to give full or even brief reports of all the important cases that arise. All that can be done is to call attention, perhaps in only a few lines, to the decisions that may be handed down.

If a lawyer desires to keep abreast of his profession it is vitally necessary that he should have knowledge of what might be termed the important decisions of the courts. Sometimes in trying cases reference is made to decisions that have been rendered perhaps within the month that has passed. If the lawyer is ignorant of them he may imperil the interests of his client.

The legal publications, in many instances, are merely bulletins of legal information, but their importance is such that they frequently assist counsel in winning cases. The value of these journals is inestimable and no lawyer who expects to keep abreast of what is going on in his own profession can afford to be without them.

Printing and publishing is now the sixth industry in the United States in the value of its yearly output. This great field of activity is represented by journals of a high degree of excellence. Who has not read and admired such periodicals as the Graphic Arts, Printing Art, the Inland Printer, the American Printer and the National Printer-Journalist? These publications by giving their readers in each issue a record of new inventions in stereotyping, in typesetting and in printing; new type faces, and new ways of handling composing room problems, have raised the printing industry to the dignity of an art.

Before closing I desire to call your special attention to a new class of professional publications that has arisen within the last twenty-five years, namely, those devoted to advertising and its allied interests. Whether or not we are warranted in regarding advertising as a profession at this stage of its development, is a question, but that it is approaching that position is plainly evident. Advertising is certainly taking its place as one of the most influential business forces in modern times. It is attracting to its ranks the brainiest men in America. Through long-continued study certain foundation principles have been established and certain rules have been adopted that have had the effect of raising the occupation from a position of uncertainty, and I might say disrespect, to one whose worth and importance is generally recognized and which commands the high regard of the whole world.

The publications devoted to this new industry or profession are numerous and employ able men in their editorial and business departments. The work they are doing to spread a knowledge of advertising is most valuable. They are aiding in the development of new business by showing what may be accomplished by intelligent and well-directed publicity. They are pointing out the way to fields of larger promise. They give confidence to the beginner in business, they outline new methods for building up trade to those who are established, and enable men who have been long engaged in commercial pursuits to reap the benefit of their years of toil—all through the assistance they give in the proper use of advertising.

I am enthusiastic, perhaps, over this class of publications because my working hours are largely devoted to the publication of one of these papers. In our own field the element of timeliness is of paramount importance. We are only a few hours behind the daily newspaper in giving the news to the editors, publishers and advertising men who compose our corps of readers. Money is liberally spent to present information that may help as soon as it becomes available. Staff correspondents are sent to far-off cities to report conventions by wire, or to gather news that is important.

The articles printed in the advertising trade papers are nearly always of a most helpful character; indeed, it has been said that the constant perusal of any one of those in the first rank will give the reader a working knowledge of the entire subject within two or three years. I believe that this particular field has great possibilities ahead of it. Advertising is growing in importance year by year; and we who are engaged in the publication of newspapers or periodicals realize that more and more attention must be paid to this particular end of our business. We need experts in advertising as well as experts in business and experts in the editorial department. The men who have made the greatest progress in advertising have been those who have had open minds, eager to learn and quick to adopt new methods and new processes of exploitation.

That it is not possible for me within the limits of this

address to discuss even in a brief way the educational value of all the different classes of periodicals that may rightfully come within the scope of our inquiry is shown by the fact that no less than 1,700 of these journals are enumerated in the American Newspaper Annual and Directory for 1912.

You can not think of a trade or occupation that does not have its representative journals. While their individual worth varies with the importance of the business for which they are published, they all have their place in the world of journalism. They render a service that is appreciated or they would soon die of a lack of support. Some of them rank in value as properties with prosperous daily newspapers in large cities. There are in New York, for instance, two that could not be purchased for a million dollars each. Their receipts from advertising in several instances run up to $500,000. Their circulations are small when compared with the popular magazines, few going above the 20,000 mark, but as they represent selected lists of people who are specially interested in the trade or profession named they have a value that directly appeals to national advertisers who desire to reach them.

Who can forecast the future value of the trade press? That it will continue along the educational lines now followed is almost certain. Year by year these journals, I believe, will grow in usefulness and in influence and more largely fulfill the mission to which they are devoted. The only serious menace that can threaten them is that pernicious commercialism that seeks to control editorial opinions. Thus far the publishers, with a very few exceptions, have succeeded in resisting the attempts made to prostitute their columns to base uses.

I have such faith in the sober judgment and deep integrity of those who are directing these trade publications that I sincerely believe that a high standard of efficiency and of service will ever be maintained.

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Newspaper Honesty and Ethics

By Thomas Rees, Publisher Illinois State Register

THE men engaged in the publication of newspapers in this country are as courteous, as honest, and as honorable as the ordinary run of business or professional men. They are engaged in a high calling and most of them are actuated by the best of motives, but there are some who fall short of their opportunities for exerting the best influence, and these carry the others down with them by lowering the average standard.

In the various races of men, there are those who are an honor to their race, and those who disgrace their nativity. There is no standard of a race or nationality except the estimate placed upon it by mankind, based upon the general average of the people. So, in every profession or calling, there are good and bad men, there are those who uplift the profession, and those who debase the profession, and as is the proportion of the former to the latter, so stands the profession in the estimation of the world.

Notwithstanding there are many newspaper men that elevate the profession, unfortunately there are still too many that do not appreciate the responsibility of the position which they occupy nor do they seem to appreciate the duty that they owe to the fraternity of which they are members. So those who, by their advice and more particularly by their conduct, are trying to uplift the standard of journalism, have much to contend with in the actions of their more heedless brothers.

There has been a good deal said about the disreputable politician, but after long acquaintance with men in politics, I have concluded that the average politician is better than the average condition of politics, and that most politicians are as good as they can be and do as well as they can, if they desire to be successful and continue in getting into office and enjoying its advantages. So, in the newspaper business, after a long acquaintance with newspaper men, I am inclined to believe that the ideals of the average newspaper publisher are above the average standard of the newspaper business, that some practices exist in the newspaper business that are not entirely honorable nor legitimate, and yet seem to be tolerated and practiced by a number of persons, and that even the best of publishers, with the best of intentions and with more courage than the average citizen, feel compelled to practice or at least tolerate methods which may be temporarily advantageous or appear necessary in order to survive the close and intense competition that exists in the newspaper business.

The public, however, may not be acquainted with the publisher of the paper. The public are not so much interested in him as they are in the newspaper itself, so the paper, and not the publisher, will be made the subject of this discussion.

The newspaper should be the personification of honesty exemplified to the extreme extent in every direction and from every standpoint. It should be absolutely honest. In its editorial columns, in its news department, and in its business transactions, it should be above criticism or suspicion. In the treatment of its friends, it should be firm, in the treatment of its enemies or competitors, it should be fair. It should be so certain in its tone, and so pure and undefiled at all times, that it should have the complete confidence of each and every man, whether that man be rich or poor, whether he be good or bad, whether he be friend or foe; he should have reason to believe that the newspaper at all times is fair in its dealings, correct in its judgment, honest in its publication and withal tempered with a tenderness and courtesy unknown to ordinary men.

If all the newspapers of America were maintained on these principles, or even if a large majority of them maintained the standard indicated, the public would have supreme confidence in them. But to a very large extent, the newspapers do not enjoy the confidence of the public as they should, and the fault lies with the newspapers themselves; more particularly with some newspapers, the conduct of which is not conducive to public confidence.

You cannot expect the public to have confidence in the newspapers when some papers are charging others with being untruthful, mercenary and unscrupulous—which in some instances, is altogether too near the truth—and when so much editorial energy is consumed without cause by many papers in depreciating the standard of their contemporaries.

In the editorial department, some papers offend grievously, devoting columns to the abuse of competitors, and frequently going to such an extent with their invectives and epithets that the vileness of their tirades is only restrained by the laws of the state and the rules of the postoffice department.

In the news columns, some papers, with a small foundation of fact, build sensations and monuments of fiction far beyond the true province of legitimate journalism and with a profligacy of imagination of gigantic proportions.

There are some papers that buy matter from syndicates by the column and by the page and exploit the same as special matter prepared for the paper in which it appears. They buy matrices at so much a square inch, from which they make clumsy stereotype plates, appending the legend that this particular picture was taken for that particular paper by their own staff artist. They buy copy or matrices from syndicates and append to and introduce such matter with statements that they have secured the services of some eminent man to write a series of articles for this particular paper, when the persons who write the articles frequently do not know of that paper's existence or that their articles shall appear therein. These same papers buy serial stories by well-known authors, appending the statement that this author had written this story for this particular paper, etc. Some papers use similar matter and announce it as special dispatches in their news columns. Some papers cut news items out of other newspapers and publish them, headed, "Special" intending to deceive the reader, with the idea that they are special dispatches to the particular paper wherein they appear. They even go farther than this by changing the date lines, so as to make them appear as fresh news. They buy syndicate matter with the dates in blank, inserting such matter among their telegraph news, and giving a date to agree with their publication. Some papers take original editorials from the columns of their exchanges and without leave, insert the same without credit in their own editorial columns as original ideas. Some papers still follow the nefarious practice of writing communications in their own offices and signing them with indefinite nom de plumes, because the editor wants to criticise some person or thing and hasn't the courage to do so openly.

These might be called the tricks of the trade, but the newspaper business should have no tricks.

In the business department, unpardonable sins are committed. The newspaper should be an example to even

the best business man of the city. How often is this the case? The rates of advertising and subscription are entirely arbitrary, therefore, honesty in this department can only be maintained by absolute adherence to rates. Some papers do not have fixed rates, but are as uncertain as the fickle winds. To make one rate to one man, and another rate to another, for the same service, is so near akin to robbery that it is hard to differentiate between the two. Some newspapers grant to favored customers secret rebates, concessions and discounts which they do not extend to all, while, in their editorial columns, they are crying out for the government to prosecute and dissolve great corporations that are only guilty of the same wrongs. The class of advertising some papers accept without question is below the standard of decency and inexcusably fraudulent.

With all that has been done to bring the matter of newspaper circulation to a legitimate and truthful basis, there are still some papers that make a secret of how many papers they print and circulate, others that boast in general terms of what they do not possess, and others that with systematic accuracy compile tables of figures of circulation that do not exist, and some others even go so far as to make affidavits representing in some manner circulations they do not have. There is no excuse for such misrepresentation on a subject that should be open and above board, and any one securing business under such practices should be prosecuted for obtaining money under false pretenses.

In the circulation department, we find great and so-called reputable newspapers that print their subscription rates at the top of their editorial columns, and then privately or surreptitiously accept subscriptions at as low a rate as one-half of the rates advertised. This is not honorable treatment of the liberal customer who pays the full price.

Some newspapers inaugurate voting contests, and in doing so, engage a force of experts, who will guarantee to keep the contestants so near abreast of each other that the interest in the race will be great and profitable. These contest workers manipulate the contest in such a manner that they carry out the agreement as made, and when one contestant is running ahead of the field, they bring up the other contestants by special premiums or other methods, so that interest will be maintained and so that the highest candidate will suffer a handicap and may lose out. The manipulations of the ward heelers and ballot box stuffers in a general election are honorable as compared with tactics of this kind, worked in a newspaper contest. It would be just as honorable to offer a prize to a winner of a foot race and then throw a coil of ropes around the legs of the swiftest runner when he forged ahead of the field, or to give a boy prize money for proficiency in his studies and then steal it out of his pockets while he sleeps.

Some papers go to press at three o'clock and issue papers headed five or six o'clock edition. Others issue papers designated as Sunday papers which are printed Saturday afternoon. In other lines people have been indicted for misbranding goods.

Some papers induce people to subscribe by offering them cheap print dictionaries, advertising them as the original and genuine Webster's, forgetting to inform their patrons that they are forty-two years behind the times, because they could not obtain them sooner without violating the copyright laws.

There are some newspapers that publish in their columns, the number of inches of advertising which they carry from day to day, contrasted with the amount carried in the columns of their competitors. There perhaps, is nothing wrong in this, but it is personal and discourteous. Very few of you would allow one of your merchants in your home town to publish comparative figures contrasting their business with that of some other merchant in the same line. You would not allow one store to publish in the columns of your paper how many customers entered that store on a certain day, as compared with how many entered the store of another merchant. You would insist that each advertiser should try to advance his own business, to build up and not tear down, and not advertise the business of his competitor in order to berate it. Why should any newspaper direct a kind and class of advertising against his own competitor that it would deny to its best customers? If your competitor is not as prosperous in business as you are yourself, in the name of common decency what right have you to call the attention of the public to his shortcomings, any more than if he were in any other line of business? Would you cry your competitor's misfortune or lack of success from the house-top? If not, why give it the wider circulation by publication in a newspaper?

There are other faults connected with the newspapers, perhaps more grievous than those I have called attention to here, but it is not becoming that I should allude to them. I have only tried to cover those abuses that are matters of knowledge and so common that some newspapers consider them legitimate practices. It is not necessary for me to cite individual cases, nor to present proof of these abuses. You have all observed them and most of you have suffered from them.

All newspapers must be freed from these bad practices in which some of them have engaged, and if there are still some who would rather continue in the old methods and in the old ways, that are a stench in the nostrils of journalism, then those papers should be eliminated from the list as so-called reputable newspapers.

There should be a better and higher public opinion created respecting newspapers and that cannot be secured by a continuance of the methods and abuses set forth in this paper, but is the work of reformed journalism. It must be done by a general uplift, and it is the business of every newspaper publisher to assist in this uplift by cleaning his own house.

It is said that Jerusalem at one time had the cleanest streets of any city in the world, because every man cleaned in front of his own door. In the newspaper business, we must do better than that, we must not only clean in front of our own door but we must clean up the premises all the way through, from the leader pre-eminent in the editorial column, down through the news columns, through the advertising columns, through the business office, through the circulation department, even down to the distribution in the family circle. It is better when you start on the work of reformation to commence by reforming yourself and this is what the newspapers should do.

I do not wish the impression to go forth from this that newspapers should be namby-pamby institutions overbubbling with good will and courtesy to such an extent that they will have neither stamina or courage. They must and should fight sometimes and fight hard. They should have opinions and state them courageously and publish the news without fear or favor. It takes more courage to be honest than to be a rogue, and a newspaper might as well lack courage as honesty. There is no room for cowards in the newspaper business.

Nor am I of those who believe the world is getting worse and that all the newspapers are going to perdition. While perhaps no papers have yet attained perfection, I believe they are getting nearer to the goal, and all those abuses I referred to, I am sure are the practices of the minority rather than of the majority. With all the faults that may be lodged against them, I believe that, on the average, the newspapers of America are on a higher standard than ever before, and by the association and education of their publishers, and by a closer acquaintance, one with the other, they are becoming better, purer, and more honest, and will surely reach in time that high estate which we all desire they should occupy.

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Efficiency, or How to Improve Our Business

By A. M. Glossbrenner, Indianapolis, Ind.

In choosing a subject to address this convention, I have tried to select one that I thought might be both interesting and helpful to you; and, presuming you have come here for the purpose of learning something that may be useful, I can conceive of no other subject that will be at least any more interesting than efficiency, or how to improve your business, and since it is considered that it is our own experience that is the best teacher, what I have to say is largely founded upon my own experience in the printing business, extending over a period of the last twenty-five years.

In reviewing this experience my mind wandered back to my first experience in the publishing business when I was persuaded to join hands with another party to publish a trade paper, which we continued for something like two years and then abandoned.

This experience reminds me of the story of the two Irishmen who went bear hunting, and when they had

treed a bear, Pat climbed the tree to run the bear down. There was a skirmish in the tree and some time having elapsed, Mike called to Pat and asked, "Have you got 'im?" Pat replied, "Faith, an' I 'ave, and I want yees to come up and help me let him go loose."

So it was this way with our periodical; we were glad to let loose of it and finally did so by giving it away, and another amusing incident in connection therewith was, a few days later I recall seeing this man who took the publication over thrown out of a neighboring door, in an adjoining building, by one of our former advertisers. Offense—too persistent soliciting of advertising.

Now, the lesson to be gained from this experience, and applying it, is this: finding out that we had an unprofitable enterprise, we abandoned it. However, having once published a paper, or magazine, the germ seems to be started and it is difficult to get rid of, so after a while I got into the periodical line again and have been concerned in the publishing of a very unique magazine, for ten years, that has a circulation of 30,000 an issue, runs about fifty per cent advertising, and yet this publication refuses to accept any outside advertising contracts that are offered, pays a half cent an ounce rate of postage, and still is considered a profitable enterprise. (It is a house organ.)

Naturally, you will want to know how this is done. The answer is that we have studied our business, carefully analyzed it until we have found the advertising space is worth more to our own concern than outsiders. (We conduct a general printing, lithographing, stationery and publishing business, which classifies itself into three lines—merchandising, manufacturing and publishing.

About Newspaper and Job Plants

Now, the point I wish to make here is this: my observation during the past twenty-five years in the printing business, and my association with other printers and publishers, has shown me frequent instances where a concern is conducting a newspaper publication and running a job printing plant in conjunction.

No Salary or Burden Interest and Depreciation

Some of these concerns I have seen wisely separated; in two instances, where large newspapers were concerned, both newspapers have ceased to exist, while one of the job printing plants still survives. Several others of a smaller capacity, similarly run, I am satisfied are profitable from one side or the other, but unfortunately the men running the business are unable to determine which is the profitable branch of the business—they make money in one end, lose it in the other. No man should run any business where he does not know what he is doing, but the printing business especially seems to be about the most complicated business that exists, and it appears to have been, in the past, such a knotty problem to solve that many have not known how to go about it, but fortunately it is now possible for us to not only know whether our business is profitable or not, but if we have two or three classes of business, to know which is profitable and which unprofitable, by the introduction of a simple cost and accounting system and keeping careful record of our experience, which will result in giving the information necessary to put the unprofitable department on a paying basis or abandon it.

A correct system will not only tell you whether you are making or losing money, but will also point out where, show you the leaks and how to stop them, how much time it requires for an operation, how much ink you use, how many impressions the presses produce per hour, and how efficient your workmen are, and also give you a basis for applying piece work methods and the premium or bonus system, all of which tend to increase efficiency and profits.

All of this requires that you study and manage your own business and not set type, run presses or solicit advertising, but direct and plan it, as a real business man or manufacturer should. I do not know whether you have all real business men in the publishing line or not. In the general job printing business the real trouble is, that employing printers are not business men, but I am glad to say that in this line they have been greatly improving in the last three years. Heretofore printers have not known their costs, but guessed at them, lived from hand to mouth, and finally failed for the lack of knowledge of what they were doing.

The remedy for this evil some of us concluded, a few years ago, was education, so a decision was made that since the cause of the many failures in our business was ignorance of the fundamental principles that governed it, we would begin agitating the introduction of cost systems and through this means encourage employing printers to study their business, and thus increase efficiency, and thereby improve it and make it more profitable.

Before beginning, however, to introduce new methods we must study the conditions under which the work is to be done. The machinery must be so arranged that the work can be done economically, and provision must be made to have the proper appliances always available for the workmen. This is a question of management, and may have quite as much effect on the proper operation of a plant as anything the workman can do.

Efficiency means the power to produce results and involves the consideration of methods, management, men, machines and material. The records resulting from the installation of a cost system immediately begin to reveal facts concerning the cost of production of the printing product that are startling, so much so that many employing printers are prone to say that it is not possible, it cannot be so.

A cost system that is handled correctly will tell us the cost of a product, then efficiency steps in and injects the question, "Why does it cost so much?" To secure the answer we are compelled to delve into all the details of the system of organization and to study all the underlying principles of efficiency, if we would increase it.

After the cost system has determined the cost, the increased efficiency will increase production, and if the cost formula is properly applied in your plant, with common sense methods, the records will enable you to equalize the output in each department and serve as a basis for fixing selling prices. The comparisons secured will enable you to get a just estimate of the relative activity and deficiency of your employes and also assist in the elimination of waste.

There are two ways of increasing the profits of a manufactured article; one of them is to increase the selling price, the other by reducing the cost of production, but in the printing business too many prices are made on the theory that "if my competitor can sell it for that price, I can." This is not true by any means, for the conditions may be entirely different in the two plants. It may be possible for the competitor to actually produce the work at a profit at his price, while in the other plant the work would be done at an actual loss at the same figure. On the other hand it is an economic law that large profits can be permanently secured only by efficient operation; and any man, or body of men, that exacts a compensation out of proportion to the service rendered will ultimately come to grief.

It is also a well recognized fact that the efficient man at high wages is much more profitable to his employer than the inefficient man at low wages, yet how many of us give any consideration to the subject of increasing the efficiency? Under the system of management in most general use in printing plants the owner or manager puts the solution of all problems concerning workmen up to his foremen, etc.

The necessity for a well ordered system whereby the management can know the relative value of workmen arises from the fact that employes, as a general rule, are given to frittering away as much time as possible. The cost of labor constitutes a large part of the total cost of the commodity. It also embraces the greatest amount of detail work because it is necessary, not only to ascertain the labor cost of every article, but to record various kinds of data relative to the efficiency of different workmen, which is obtained from their labor distribution tickets. Details will not come to us of themselves. We must go after the details and we do this by means of a cost system, through which are recorded all the time and materials used.

One of the greatest leaks in connection with labor costs is due to the workman's loss of time, either on account of getting started on new jobs slowly, or on account of "soldiering." Therefore, in finding the cost of labor with a view of cutting it down as much as possible, it is essential that such lost time should show up on the records.

The tendency in the printing business is almost invariably to over-equip and to under-organize, but if master printers in general realize how much an increase in efficiency operations really meant to them, they would be very slow to increase the size of their plants until they had become thoroughly convinced of maximum efficiency. They would not simply buy machines at the solicitation of supply men and because they were led to believe competitors were investing in like manner, for the conditions

between plants may be radically different. No master printer should make an investment in equipment until after the most careful and painstaking investigation, and until he is satisfied his organization is the best he can make it; then it is time to consider additional equipment.

The first step then towards improving your business is by installing the cost system and through this may be secured higher efficiency, which will ultimately lead to better conditions through the knowledge which may be gained thereby, but allow me to say further that the cost system is by no means the cure-all—you must have in addition a very clear accounting or bookkeeping system to so correctly record your experience that it will tell you the truth; then there must also be a man behind the business ,of sufficient ability and brains to know how to guide the business over the shoals and rocks of disaster; a man of judgment and stamina who, knowing, has the moral courage to discriminate between the orders to be taken and those to be refused.

The expense of operating a cost department in a printing plant is the source of constant annoyance to the man who has yet to realize that it costs to be safe. Yet this premium which must be paid to be safe, to know that you are getting the product at the right cost, is nothing more than the insurance premium in another guise.

Finally, every man who is worthy of being classed as an employer owes it to himself, as well as a duty to his fellow men, that he charge a profitable price for his goods, which is cost plus a reasonable profit, and today, with the advance that has been made through the cost-finding system, it is possible for every man engaged in any branch of the printing or publishing business to know every detail of his business and if your business, or any part of it, is unprofitable, it is your own fault and you have no right to continue in it, conducting at a loss and thus becoming a menace to your fellow men engaged in the same line of trade.

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The Ethics of a Newspaper Man

James Schermerhorn, Publisher Detroit Times

IF YOU were constant readers instead of patient auditors, my status here tonight would be that of a contributing editor, constrained by the bodily presence of a great cloud of subscribers.

Indeed it is not an unknown phase of our modern public life that the editorial tripod knows the Outlook's contributing editor no less than the political platform; that the Chatauqua circle holds companionship with Mr. Bryan's Commoner; and Senator La-Follette's Weekly reinforces the forensic fierceness of the progressive rostrum.

This does not prove that, after all, the tongue is mightier than the pen; it only goes to show that beneath the rule of men entirely great pen and voice are now co-equal and contemporary.

First, in the foreglow of civilization, the forum; then the teeming folio; and now abides these twin forces of agitation and appeal, the platform and the press, by which our unwavering reformers keep themselves both in the public eye and in the public ear.

But let us forget Guttenberg and his movable type, and dismiss the miracle that Mergenthaler wrought with the singing linotype, and look upon the editor in the likeness and terms of the ancient days—as a personage with a message for the ear only of the populace, speaking with the tongue of men or of angels; serving his generation as herald, prophet, apostle, orator or crier.

The fiction that the roar of the perfection press has never drowned the old and vocal order with its medley of weal and woe, will help us to fix the bounds of propriety and decency which the editor should observe in his deliverances to his constituency.

For what is this platform but a sanctum? Your chairman but a managing editor? This concourse of friendly faces, back of which lie a spicy variety of private opinions about the press, but our family of readers? And what am I doing but getting out the paper and what will you do but address letters to the editor after the edition is out? And what will it all disclose but that the editor is only individual and fallible when he comes out from behind the editorial "we" and gives his subscription list a good look at him?

And why should the editor or newspaper-maker treat you any differently, show less respect for your point of view at long range than in this face-to-face intercourse? Why should he say things about any one of you in his newspaper that he would not say in your presence?

Is it because distance lends physical security? The suggestion is not creditable to his courage or his manners.

To revile or defame another because you have a temporary advantage over him through the power of the printed page, should be as rare and untoward a thing as it would be for the speaker of this occasion to single out some member of this assemblage for aspersion and misreport.

And it ought to be just as precarious as such a proceeding would, in all probability, prove to be in this presence.

The editor speaking his editorial has to face the music, while the journalistic belligerent jabbing some one with his pen from the seclusion of his sanctum can send out word to the "galled jade" when he climbs the stairs to see the author of "that scurrilous attack," that he is out attending the funeral of the man who called the day before.

I don't believe in getting out a Sunday paper. My antipathy is not based so much upon the song of the strict Sabbatarian, "day of all the days the best," as it is upon the deliberate judgment that the Sunday paper is of all papers the worst.

It is a discordant note in our day of rest; it is a blemish upon the landscape; it opens when everything else, in deference to a wise custom, is closed up; it is doing business when other avocations cease; it is the production of daily literature by the pound; its art work breaks in upon the quietude and meditations of men with a riot of color; it bulks so large it barricades whole families in their homes while the pulpit and God's out-of-doors beckon; and the next day the children have to stay home from school to gather it up.

Joseph Pulitzer said the ministers were concerned about the kingdom of heaven: it remained for the newspapers to look after the republic of the United States. Why shouldn't the newspapers rest the seventh day and give both the kingdom of heaven and the republic of the United States a chance to recover from the infliction of the Sunday newspaper with its coarse humor and chromatic inkiness?

Can you imagine a public speaker, no matter what his views on the workableness of prohibition or the logic of local option might be, whether strict or liberal, concluding his remarks by inviting everyone to have a drink? Yet that is what the editor does who urges the moral and physical benefits of moderation or abstinence editorially, and in his advertising columns sets out every form of indulgence most temptingly, all the way from youth-restoring Duffy's Malt Whisky to the three bottles of free beer which you can get in Detroit by calling up the brewery and saying it is your family newspaper's advertising treat.

Chronicling the direful fruitage of the liquor traffic, admonishing the weak and immature to shun it as they would a plague, and then appealing to all to step up and have something, accompanied by assurance of quick cure from the inebriacy sanitarium—was there ever a more graphic illustration of the system of the nurse who married the undertaker in order to "catch them coming and going."

What public speaker, apart from the four-corners nostrum-vendor or cheap jewelry exhorter of our boyhood, is ever heard haranguing his fellow-citizens in the interest of cures that kill and of rapidly acquired riches that fade away?

Yet this appeal to the afflicted or the venturesome is a glaring and painful part of the editor's daily discourse to his readers.

While those who take in vain the nostrums he commends, or to their mortal injury, and while widows and working girls lose their all in the get-rich-quick schemes that he sanctions, and even while the charlatans and crooks are brought to book by the law, he continues to entice his audience with some new form of assurance that health and wealth await them if only they will hearken to what the editor is paid for saying to them.

What think you—haven't I as much warrant for representing medical impostors and financial mountebanks from the platform tonight as I have in the columns of my newspaper tomorrow?

And could you marvel that the next speaker in your series of meetings is able to lull you into a sense of opulency with his rhapsody on Florida lands that are

measurable only by the gallon, if you give me your confidence despite my efforts to betray you?

If you don't want your publisher to poison or exploit you, why do you admit him into your presence from day to day?

And the man whose sense of the platform's mission and whose idea of service to his audience prompts him to peddle private scandal and deal in slanders and detractions that hang only upon someone's say-so—did you ever hear of such an one holding the public's approval for any length of time?

Then how passing strange that editors who deal in such idle and venomous things as unlovely old ladies gabble about over the back fence—the sharp-tongued "They do say," or "Have you heard," or character-assassinating gossip—have been looked upon as a guild privileged to invade the privacy of the home and smirch the good name of men and women.

If it is written of the possessor of a single tongue, "by thy words thou shalt be justified and by thy words thou shalt be condemned," how terrible the responsibility resting upon the million-tongued newspaper maker to choose between the publicity that blights and the publicity that blesses.

For it is the editor's duty to give the plain, unvarnished truth, often painful, often disagreeable, if it is something the people should know to be and to continue to be free. "Let there be light," means start the printing presses. The editor's contract with his readers is, "the truth, the whole truth and nothing but the truth."

This does not mean unconfirmed rumors or persistent reports or "information from a source that cannot be questioned."

It means the unfolding of the day's history, grief and mirth, bane and blessing, chronicled with accuracy and a fine sense of proportion, and interpreted with intelligence and in the spirit of service and guidance.

It means that the editor is an historian, an interpreter, not a spy, sleuth or scandal-monger.

I realize that there are many good people always ready to join with bad people in a demand to keep things out of the paper; but there is no strength in concealment, no progress in ignorance, no health in suppression.

All is not well because all is hidden.

The test of whether a thing is printable is whether it is helpful.

Will it serve as inspiration, warning, protection?

Is it really a matter of motive and method? If publicity tends to make evil alluring through misplaced emphasis or the imparting of undue notoriety to transgressors, then it is bad publicity; but if it teaches that the way of the sinner is hard; if it reveals the wretchedness that waits upon moral laxity; if it discloses the hideousness that is masked by the hour's indulgence, or that the pursuit of pleasure or possessions bring only dead sea fruit that turns to ashes on the lips, then it is wholesome, saving publicity.

Such a conception of printing the news comes as far from giving vice an attractive guise as the story of the prodigal son comes from making truancy appealing to restless lads; or the buying back of Gomer into slavery by Hosea for fifteen pieces of silver and a homer of barley and a half-homer of barley comes from giving rosy tints to a wife's deep dishonor; or the selling of Fantine's beautiful teeth and hair to buy medicine for her child Cosette, as depicted by the rare genius of Victor Hugo, comes from giving the wantonness of a grisette a glamor that will enthrall girlhood.

A history of the day that relates only to whatsoever things are pure and lovely and of good report, is a fallacious chronicle.

It is a breach of contract between the editor and subscriber, for it is not news but the record of the world idealized. It reverses the present reassuring order and suggests that domestic virtue is so exceptional, business honesty so out of the ordinary and political integrity so uncommon that it takes the entire newspaper to tell about them.

No doubt the evil men and women do is told too much in detail, but there are instances in which the newspapers are not explicit enough in dealing with things that a false modesty has regarded as unfit for publication.

We are just beginning to realize that the youth of the land ought to be enlightened upon sex hygiene, upon the unspeakable dangers of transmitted infection, upon the necessity of imposing stricter tests of fitness for the marriage relation.

The silence of the press upon these vital things has been most ill-advised and unfortunate; let us rejoice that there are newspapers now as ready to use their columns for the prevention of the baneful fruits of ignorance, perversity and undeveloped will power as there are to record the tragic consequences of sexual abnormality and blood taint, as revealed in the social vice, white slave traffic, insanity, etc.

To be courageous, yet discreet, in this form of instruction belongs to the editor's mission. But there is also a ministry of mirth. Who can estimate the extent to which he has "chased away the clouds of life's tempestuous hours" and induced forgetfulness of the worries and perplexities of the passing day by turning loose those drolls, harlequins and merrymen of the printed page, the paragraphists, rhymsters, caricaturists and cartoonists.

For all that they have done with quip and song and comic picture to break up the solemnity of reforming the nation or solving the high cost of living, let us give them our heartfelt thanks.

Their art brings us all down to earth; saves us from too much seriousness or self-appreciation by the way they hit off our frailties and foibles in paragraph, jingle and sketch.. All hail this jolly life-saving service of the press!

We have endeavored to develop the editor's code of ethics by comparing his relationship to those he serves with the obligations of his precursor in public service, the orator.

Happy is he in having both methods of getting before the people at his disposal; for if so be it he follows a reasonably high standard of ethics in making a newspaper, he will need the platform occasionally if not quite regularly in order to let the good people of the community know that there is a newspaper of character being printed in their midst.

If he is able to speak anywhere near as acceptably as he writes, he may command some dozen paltry shillings to help him keep his model newspaper alive; for while church folk and cultured citizens generally may not consider it incumbent upon them to take a newspaper with ideals, they are not the ones to unduly harass an editor who is able to raise enough money to continue its publication without calling on them for sympathy or support.

As a matter of professional propriety or consistency, the platform is the only place a conscientious publisher can go if he cares to extend the area of his activities.

On the platform he can stand for the things he espouses in his paper. If he went into other things—a public service corporation, a bank, a factory, or a mine—he would naturally and inevitably stand for these interests before standing for the people, and they would come in to possess his preferences and his enthusiasms.

There is nothing for the editor to do but to be just an editor; this is the renunciation he is called upon to make in the spirit of devotion to the common good. For the philanthropists are not alone those who give out of their vast accumulations to public projects; one can be a philanthropist by refusing to accumulate more than he needs, while he goes about remembering the forgotten man as he advocates industrial and social justice.

A conscientious editor gives away a library every day as he goes along—a rich and wonderful library, a 25,000-mile shelf that is a complete education in itself; the disgrace of dying rich will not becloud the glory of the sunset side of life. In the eventide it will be peace—and no inheritance tax.

So the ethics for a newspaper man might be rendered, "How to remain patiently poor." Which is a blessed thing for one who would truly understand and serve the interests of middling folks, for poverty guarantees a continuing place in a large fellowship.

Least of all can the newspaper man afford to be a blind partisan or seek or accept a political office.

Oh, how wretched is that poor editor who hangs on party favors! Or who undertakes to have a personally conducted party hang on him.

Privilege and big business still hold to their reactionary mouthpieces, to be sure, as essential parts of their operations; and they control other organs through social and financial favors to their owners, who pray unceasingly to their predatory masters, "Give us this day our daily opinion."

But the majority of the newspapers of the nation remain unpurchased and unpurchaseable; they are the trumpets of the progressive movements that are giving both of the old parties plenty to do to compose the differences within their own ranks. Nothing makes Presi-

dent Taft's earnest efforts in furtherance of international tranquility more timely and sagacious than the drain on our energy and strategy arising from the internal struggles now going on here.

In this battle or series of battles to overthrow monopoly and machine rule in the old political organizations and restore government by the people, the untrammeled and unafraid press has a tremendous and challenging opportunity. It is on guard, defender of our democratic faith and foeman of all who conspire against it.

Of all newspaper names I think The Sentinel is one of the most suggestive and fitting. For what is the highest mission of modern journalism?

It is to mount the parapets of publicity, panoplied in independence and in incorruptibility; to cry out the passing hours and the "Who goes there?" or the "All is well" of a sleepless press.

* * *

Newspaper Duty, Service and Influence in Municipal Affairs

Paper Read by George H. Scruton, Editor of the Democrat, Sedalia, Mo.

TO WHAT extent should a minister of the gospel seek to promulgate and carry out the teachings of his creed? To what extent should a physician go in seeking to save the life of a patient? To what extent should a railway engineer strive to save the train that is behind him from destruction when occasion demands. The answer to these three questions is and must be the answer to the question that we have before us for discussion at this time.

"To what extent should the newspaper seek to direct municipal policies and exercise an influence over the chosen representatives of the people?" And the answer is; to the utmost and fullest extent possible for any human endeavor, that has for its object the betterment of the individual or the advancement of civic affairs.

When I say that a newspaper should go thus far toward directing municipal policies, I mean it should do so only when those policies are for the unquestioned benefit of the municipality.

A newspaper has no right to have policies of its own, individual policies of owner, stockholder, editor or manager, policies that are for the advantage of the papers or its friends only and that can have no ultimate effect of general good for the entire community.

The fact is, according to my opinion, a newspaper to have the greatest influence toward accomplishing things for the public welfare should be so entirely divorced from any connection in any capacity with the city, that it or its makers, can by no possibility of events profit individually as a paper from any policy it may advocate, or receive reward for influence or work given toward any proposition. The only reward that should be possible for it to receive should be participation in the beneficial results that accrue to all from any action taken. Indeed I firmly believe that the very possession of a contract for city printing, even though that contract has been obtained through legitimate competitive bidding, oftentimes hampers a newspaper in work of this character and as a matter of fact I know it does serve to cause some readers to doubt its sincerity oftentimes, when it is advocating or opposing some measure that is occupying public attention.

To such an extent does the paper of which I am editor believe in this policy that for five years, it has refused to be an applicant for this business, allowing it to go to its competitor by default and only insisting that the price charged shall be reasonable and just. Instead of losing by the action we believe it has paid both in money and influence and certainly it has given us an independence that is mighty pleasant to feel.

A muncipality is a great big business corporation, and its stockholders are the people who live within its corporate limits. The mayor is its president, and the councilmen and aldermen are its board of directors. Unlike other big corporations, however, this business concern has, for protection of its stockholders, an unofficial member of the board, or rather an overseer, whose business it is to see that its officials do their full duty in all things connected with their positions. This unofficial overseer is the newspaper of the city; to it the people or stockholders must look for protection of their interests at all times and under all circumstances and that newspaper is recreant to its highest mission that refuses to perform such duty.

I have said that the newspaper occupies an unofficial position, I was wrong. The position is in fact an official one and its title to office comes from its subscribers who are city stockholders, and who by subscribing to, and reading the paper, vote for it as their representative in the public forum. True, it has no vote in the board meetings, but it has a voice that reaches farther and is more potent than are all the others combined, and when it has demonstrated its fitness for confidence, all things are possible, even almost to the "removal of mountains." But, how far shall we go in handling city problems? In other words, to what shall we turn our efforts, what questions handle, what measures advocate, what oppose, to what extent shall we be governed by political affiliations in our undertakings on purely local affairs?

Taking the last questions first, I am firmly of the opinion that national political lines should have nothing to do with municipal policies, or the selection of city officers. None of us, when it comes to a matter of purely business, take politics into consideration. We don't ask an advertiser to what party he belongs before accepting his business, and nowadays no sensible advertiser cares a rap as to the political complexion of a medium, so long as he gets results.

And so it is in employing men. Your printers, your solicitors, your reporters are hired because they "deliver the goods" and not because they vote this ticket or that. I am editor of a Democrat paper (and am a Democrat, of course), but I venture to say that more than half of the men employed on my paper are the opposite political belief. I know that our advertising manager, foreman, and circulating manager are, and our news editor is as pestiferous a Joe Cannon Republican as ever "voted 'er straight" for forty years. But he and all these others are the best men we can hire for their respective places and so they hold them and have held them year after year. Why not then the same policy in this business of conducting a city? A certain belief regarding the tariff, or the trusts, or monetary reform, or any of the national issues is no more necessary for a mayor or alderman or police chief, than it is for a printer or advertising writer, and so why not recognize this fact and get down to real business in carrying on these affairs which are after all really of more tangible, personal interest to the individual, and come closer home to him than do all the tariff bills ever written.

Now, as to the problems. It might be said that anything of interest to the public is of interest to the newspaper in this connection: Make a point of publishing the facts regarding every paving contract, every sewer, every franchise, everything for which the people's money is spent. Criticise errors when you know them to be errors, but be certain of your facts. When an official is faultless to his duty say so, and show why. Expose trickery and jobs and do the exposing before they are consummated, if it is possible to find out the facts beforehand.

Advocate good streets, good sidewalks, good sewerage. Stand for parks and playgrounds. Pound away unceasingly for clean alleys and thoroughfares, good lighting, pure water, and all these things that go to make a city a good place in which to live. Watch the municipal courts, and see to it that political pull don't work to free the guilty or place hardship on the weak or innocent. Demand that the excise regulations are strictly adhered to and especially that saloons are not permitted to sell to minors. Keep your eyes on the gambling joints, and insist that the police clear the streets of the "cappers" and "drawers-in" of unsophistical victims. When a place of this character is raided, give the facts, location, names (true ones) and the owner of the building, if you are convinced he knows for what purpose it has been used. Follow a like policy toward questionable resorts. Form no entangling alliances with men in office. Refuse, without hesitation, any appointment to position in the city service that carries with it any emoluments whatever, and do not permit your personal friendship for any official to prevent you from judging or criticising his actions in a public capacity, truthfully, honestly, fairly. A newspaper conducted along these lines can be the most powerful and effective agency for good in any city, more effective and more powerful than all the occupants of all the local pulpits combined, provided always that it is absolutely honest, unbiased and fearless.

These are the prime essentials, honesty, fairness, fear-

lessness. Do not abuse an official you have helped to elect, because he won't let you dictate to him. Don't, in the first place, try to do any dictating. If, after a campaign in which your work has been potent in victory achieved, a mayor comes to you and asks what he can do for you, tell him "nothing, just carry out the platform, and don't consider me in any appointment made." Keep out of all entangling alliances, but if, in a matter of judgment, the mayor or any other official differs with you, with no question of honesty involved, don't attack him and begin a personal fight against him just because you differ. Keep your own personality out of the entire affair, indeed don't have any personal personality but be just a newspaper under obligations to do the right thing at the right time, despite every influence that may be brought to bear to the contrary. Then you will indeed and in truth reach the most enviable position to which any newspaper can aspire; to be the friend and confidant and champion of the men and women who by their patronage make its existence possible.

Be sure when you reach that pinnacle you will not only occupy a warm place in the hearts of all your readers, but you will have also a prosperous and dividend-paying property, and be a credit to yourself and to your city.

And what more could any newspaper man ask?

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Ideals and Standards of the Successful Weekly

By W. L. Nelson, Eagle, Bunceton, Mo.

There is nothing small about the subject assigned me. It is big, too big. In fact, I am reminded of the words of wisdom of an old black mammy down in Missouri. It was the "melon-colic" season of the year and "dem watah melyons was a-smilen' on de vine." One little pickaninny who had eaten heartily of the red meat became so ill that the good old country doctor was sent for. When he arrived, and after he had looked at the melon rinds and the little black boy, he shook his head knowingly and said, "Too much watermelon." "Aunt Hannah" heard, and placing her broad hands on her hips, and as a sinister smile played about her thick lips, said, sneeringly, "Too much watah melyon, der doctah say; no sech er thing, too little niggah."

With me it may be not too much subject, but too little speaker.

More than "sweet sixteen" years ago—"sweet sixteen," we say, because that is always our wife's age, to us—we, with an older brother, embarked—the word is pretty big for the business—in newspaper work in our little home town, near which was father's farm. Previous to the time we purchased the "plant"—another high-sounding word—the paper had each week, or thereabouts, contained one strictly news item—the name of the new editor. In this respect the publication had more change than we were able to accumulate for many years. After coming out with a salutatory, which is like an appendix, because it ought to be "cut out," we started in to study our field. I do not mind telling you that in "cultivating" this field we had some very "harrowing" experiences and at times felt almost as if we had been "steam rollered." But all this time we were trying to "plow a straight furrow," which means holding fast to certain ideals and standards we had in mind. Our field, we reasoned, was an agricultural one, and if we were ever to have any considerable number of patrons they must be farmers or at least those directly or indirectly dependent upon the land for a livelihood.

One of our first efforts—and it is our hobby still—was to bring country and country town into helpful and sympathetic touch with each other, for we believed then, as we believe now, that to vitalize the village is to add to the efficiency of the farm; that a live village of 1,000 or even 100 people within trading distance of the farm is worth more to it than is a city of a million population, but a thousand miles away. We advanced the idea that farms are factories and that the town that adds to farm efficiency adds to its own trade. By getting town and country working together we believed that we could help build a better Bunceton—the only town of the name on the globe. We had an idea that this little town ought to be more than "a wide place in the road," a city supply station and shipping point, a mere market where the absent treatment of trade is practiced. In preaching local betterment we have tried to advocate practical things—dared to suggest that maybe hitchracks would do the town more good than would landing platforms for aeroplanes. To every move that the town made we found the farmer quick to respond, once he had become convinced that the real object was to work with him, not "work" him. Too long has the popular belief seemed to be that the only way to lead the farmer is to "pull his leg."

Within a few months after we "threw our hat in the (newspaper) ring"—tense to agree with "Teddy"—the columns of the Eagle commenced to contain less about "pink teas" and more about red barns. We reasoned that if it were legitimate for the metropolitan press to devote columns of space to Mrs. Suddenly-Got-Rich's monkey dinner—to which reporters were invited—we might dare tell of how a load of fat cattle were finished for market, or even write of the old white sow that furnished "hot meals at all hours" to a family of a dozen. We had less to say of Alphonse or William who are holding "lucrative positions"—as street car conductors, racket store clerks, or "ham and" artists—in the city, and more to say about "Al" and "Bill," who grew sixteen barrels of corn to the acre (we say "barrels," not bushels," in Missouri), or whose hogs, needing no appetite agitators, added to the folds of their unctious envelopes until, physically speaking, they assumed present-day presidential proportions.

People smiled, and the funny-graphers copied—for awhile—for, honestly, we were pretty crude. But we had some ideas and we were going to try them out. We did. We are.

We believed that our farmers, and especially our farm boys and girls, would benefit both town and country if they could be made to share in the spirit of joy in the excellence of production. We have had much to say of the greatest by-product of the fields, of the "unearned increment" of the farm. What is this unearned increment? It is an appreciation of the book of Nature, of which the pastures are the perfumed pages; of fertile fields where plows with polished shares make round upon round on the ever-lessening lands, while into the sweet-scented soil go magical multiplying nuggets of silver and gold, which with showers and sun and frost to follow, men shall mint into money. It is joy in the changing seasons—in spring, when orchards are beautiful with bloom and roadsides rich in bursting blossoms, when in pink Nature writes her proclamation of plenty; in autumn, when the garish green of the summer season has been mellowed by the magic touch of the Master Painter until roadsides and lanes become avenues bordered by purple and gold, ancient symbols of victory and royalty; in winter when the Frost King dazzles the world with his diamonds. It hears in the call of "Bob White" through "the ghost gray mist of the morning" a music filled with melody, and in shimmering sunshine and shifting shadows it beholds God's hand.

When we, with an older brother, L. O. Nelson, who took the initiative, entered the newspaper work, we believed that we saw in it an opportunity to serve, to help shape the course of a limited community, to strike hands and touch hearts with at least a few people. There are reasons why we felt vitally interested in local upbuilding and betterment. Almost within sight of Bunceton, a country town with a population of less than 1,000—men, women and children, white and black—we had been born on a Cooper county farm, as had our parents. So we were as well "inoculated" with the "farm germ" as is an old alfalfa field with the proper bacteria. Despite a seeming change of occupation, we continued to live for a dozen years on the home place, while engaged in the newspaper business, later buying a farm of our own, so thorough had been our "inoculation." It may also have influenced us in establishing in our paper, the Bunceton (Mo.) Weekly Eagle, a "farm and stock department," the first, so far as we know, to have been inaugurated by any country weekly in Missouri. During the years on the farm we had, we believe, as Prof. Kern of Illinois would express it, been "absorbing environment." More farmer than editor, we naturally had a "nose" for farm news. Close and continued association with farmer folk kept us interested in every rural activity and made our little newspaper office the scene of many a farmers' meeting.

We early saw the advantage that would come to the farmer through co-operation and farmers' mutual movements. In our paper these things were advocated, and in our office organized. It is sixteen years since the farmers of the county met in the Eagle office and organized a mutual fire insurance company, now having in force policies to the amount of almost a million and a half dollars. Several farmers' mutual telephone com-

panies are operated and furnish the maximum of service at the minimum cost. When stock is delivered to buyers it is weighed on scales owned and managed by the farmers' scales company, another mutual organization. This season, for the first time, farmers are delivering grain at their own elevator in our little town. Another mutual organization fathered by the Eagle is the Bunceton Fair Association with 500 stockholders. The secret of the success of this fair, frequently referred to as a model county fair, may, in a measure, be found in its motto, "for farmers, not fakirs." This motto, suggested by the first secretary, one of the Eagle editors, who was also the first secretary of the farmers' fire insurance company, has been strictly followed. Last year a negro industrial fair association was organized. Well-to-do negro farmers exhibited the products of their places, while colored housewives made many entries of pantry stores, cooking and needlework. As the name of the winner of every premium ever awarded at the county fair had been given in the Eagle, so the names of those awarded premiums at the negro fair were published. In fact, all reasonable aid was given this movement with its promise of encouraging the negro to turn to the land for a living.

In every manner possible "the farmer and stockman's paper," as it has come to be called, has endeavored to build up a real agricultural spirit and county pride. So it is a pleasure to here record some of Cooper county's achievements—to say that advanced agricultural methods are favored and that blooded stock is found on almost every farm. It was to this county that the first registered Shorthorn cattle to cross the Mississippi river were brought, and from this county have gone the champions and grand-champions of the American Royal and International live stock shows; it was in this county that the first farm demonstration meeting ever held in the United States took place; it was from this county that the highest priced carload of cattle sold on the St. Louis market was shipped; it is this county that leads all others in the state in pure-bred poultry, especially turkeys; it was the agricultural display from this county that was awarded highest honors at the Missouri state fair; it was in this county that a well-known railroad president bought Poland-China hogs for his great stock farm; it was a Cooper county bred and developed saddle horse that won the sweepstake honors at the St. Louis, Kansas City and Denver horse shows last year; it is in this county that the first real rural high school in the state is soon to be established; it was this county that led in attendance at Missouri farmers' week at the State University; it was this county that was second to no other in number of young men attending the agricultural short course at the College of Agriculture. And do you think that the Eagle neglected to tell of these things, to "blow" about them? Not a bit of it! We printed the picture of the prize bull, the champion saddle horse, the $100 turkey, and the short-course boys. We "boosted!"

One of the first "hobbies" of the Eagle was the naming of farm homes. As a result of this agitation and of some personal work in the state legislature, the first farm name registration law ever written into the statutes of any state was enacted, and today Cooper county is believed to lead all others in number of named farms. "Ravenswood," "Eminence," "Idlewild," and scores of other farm names are so well known to our readers that in our news columns we use them just as we do the names of cities. And it is worth while to name the farm home. It promotes pride. Pride makes for better farming. Fewer weeds will grow on farms where fences are kept up, outbuildings whitewashed, residences painted, and the farm name prominently displayed.

It has always been our belief that with a country paper it pays—pays in satisfaction and even in dollars and cents—to persistently "preach" better things—better farming, better thinking, better living, better schools, better stock, better homes—for the people who are its patrons, and to back up its preaching with its purse. The leech has a low form of existence. That of the bee is far better. The paper with the proper perspective does more than suck the substance out of its supporters.

Believing that boys and girls "absorb environment," the Eagle two years ago offered a prize of $25 to the rural school district making the greatest improvement in schoolhouse and grounds. As a result of this contest, conducted under the direction of the county superintendent of schools, seventeen schoolhouses and grounds were beautified and the more-than-half-the-year school homes of more than half a thousand boys and girls made more attractive. With this improvement in schoolhouses has come a corresponding increase in the efficiency of the teaching force and in the size of salaries.

Other prizes given during the last eighteen months were $10 for best ear of corn exhibited by boy at county corn show; $5 for corn exhibited by boy making his first show for a prize; $5 to girl making best display of needlework at county fair; $5 to boy or girl making best exhibit of work tending to show talent and ability of contestant in any form of useful endeavor; $10 to the woman leading in sales of poultry, dairy and garden products, etc.; $5 to the one selling the greatest number of eggs; $5 to the one selling the most butter; and $5 to the one selling the greatest number of dollars' worth of poultry, dairy and garden products, not including birds for breeding purposes or eggs for hatching, records in the last four contests to include one year's sales.

Dozens of boys and girls tried for the prizes and the encouragement given the youngsters, together with the keen interest evidenced and the splendid spirit shown, made these contests worth many times their cost. Similar interest was shown in the contest for prizes on woman's work and resulted in bringing out many facts and figures relative to "pin money." It was found that twenty women—the highest twenty—had together sold almost $10,000 worth of farm produce in one year—$10,000 in "pin money!" The lady who received first prize for the largest number of sales had marketed $1,388.83 worth of farm produce. She also received the prize for selling largest number of eggs, having disposed of 3,510 dozen—42,120 eggs—only ninety dozen of which were for hatching purposes. The butter prize went to a lady who had sold 2,724 pounds of butter for which she received $750.50. The same party was also awarded the prize for largest total sales, exclusive of eggs for hatching or birds for breeding purposes, her sales amounting to $1,168.37. These sales, it should be remembered, represent not a business as on a specialized dairy or poultry farm, but only a side-line of general farming.

We have said but little of the business end of newspaper work—the end with the stinger, but I may say that while we have made a very meager living, we would still rather be editing a little paper down there in the country, where when spring comes and we discard some of our duds, we still use camphor balls to keep the moth away, than to be a real reporter up here in Chicago, where—so they say—some folks use gilded balls to keep the wolf away. While we have done more than beat our hands together on a cold morning to keep up circulation, we have never resorted to questionable methods to build up this branch of the business. Starting with 300 subscribers, cash and credit, within a few years our list had become the largest in the county. Today, with a strictly cash-in-advance system, the Eagle has as many subscribers as all other newspapers in the county combined. Advertising shows a corresponding increase, much of it coming from farmers and stockmen. No liquor advertising is accepted, nor is other advertising known to be fraudulent or calculated to deceive taken at any price. We want our advertising columns as clean as the news or editorial columns. We work with our merchants—and this includes the merchants of half a dozen other towns where we have excellent customers—and try to help them get up the right kind of advertising. We want them to get results, and prefer that they change their ads each issue. Sometimes we hand them a hint. Here's one we printed a short time ago:

"Courtesy increases customers. The glad hand and cheery smile have made many a merchant money. Lack of these has lost them lucre. The man who is constitutionally crabbed is out of place behind a counter. A polite and apparent appreciation of patronage helps puff the merchant's purse. Smile if you would have your 'strong box' filled with 'simoleons'! Nobody likes to trade with a crusty critter. Grouchiness, gruffness and grunting will spoil the sale even of good goods. 'Biliousness' will black the eye of business and beat the big pull of bargains. The vinegar-visaged storekeeper loses many a 'V.' This coin goes to his more cheery, considerate and courteous competitor. It pays to follow the photographer's advice to 'look pleasant, please.' Crustiness is costly. Smiles make sales."

We believe that as a branch of every country town commercial club there should be a courtesy club. Bunce-

ton is going to organize one. Our paper stands for the city courteous and clean.

A clean, attractive paper ought to come from an office that is in keeping. Even printers "absorb environment." So we have thought it worth while to have a modern and for a little country town, a beautiful "eyrie" for the old Eagle. There our friends are welcome—and wanted. We intend to put on the door at the main entrance this motto, stolen from another, "Come in without knocking. Go out the same way."

No paper can long keep up its standards or ideals unless there are in the mechanical department men who know their business—men with brains. Here we have been especially fortunate. No other country print shop, we believe, has a more faithful bunch of "boys"—some of them with beards. We have had drinking men enter our employ and within a few months mount the water wagon and stay a-straddle. Our rule is that if too much boozing interferes with business, it's good-bye booze. Quit or "git."

We have had many disappointments and discouragements in nearly twenty years' experience in the weekly newspaper business. Sometimes we have felt almost constrained to say, "I would give mine enemy a newspaper." Publishing a newspaper is a perilous business. It may be so for a contributor editor, even if he is always on "The Outlook." We have had our newspaper fights, but they have always been of the good old fistic kind. We never aired our grievances through our paper, nor told our troubles to our patrons. Our most bitter enemy can get justice in a news item, not that we owe it to him but because it is due our readers.

Were you to ask what one accomplishment, if any, the Eagle points with greatest pride—to put it in political parlance—we would answer, the growth of our little city from less than 1,000 to more than 50,000 people. How was it done? By doing away with the spirit of "offishness" between town and country, by making the city limits only political boundaries and including all trade territory tributary to Bunceton as a part and parcel of the town. Our limits have even overlapped those of other towns, and only last week forty-five automobile loads of business men from two sister cities came to visit us. The newspaper that busies itself finding fault with the other fellow's town seldom does its own town much good.

Editing a country paper, especially in a town of less than 1,000 inhabitants, is, very properly, not regarded as a big business. Yet the country editor has great opportunities, especially great opportunities to serve. He is closer to the people than the city reporter or the editor of the metropolitan daily can ever be; he is one of the people. He is part of a community and the more he does for that community the more will it do for him.

Of greater importance, then, than ink and paper are ideals and principles. In rural journalism success—true success—depends upon two things: the field and how it is filled. The local field is for the country newspaper, which alone gives to its readers the story of "you all's house," sympathizing with those who sorrow and rejoicing with those in merry mood. The legitimate field is further limited by careful selection. No newspaper should publish all the news—no more than should a father, sitting at his own fireside, repeat all that he may have heard during the day.

A country newspaper must be clean, have character and conscience and be able to command confidence. The best country newspaper is brave enough to tell the truth when it should be told and big enough to leave untold the secret story of shame when a "scoop" would but add to somebody's sorrow. The best things we ever put into our paper were some of the things we left out.

Important as is the news, no country newspaper fulfills its highest mission when it does no more than give the news. A newspaper, and especially a country newspaper, must be more than a mirror reflecting local happenings or a phonograph telling the weekly news story. It must stand for something; it must be in sympathy with those whom it serves. No man, even though fame and fortune may be his, ever gets the most out of newspaper work until he feels more than a financial interest in it. Other things being equal, the best country editor ought to be the one who is bound to the community by ties of heart and home.

Teaching Industrial Journalism

From the Address by Charles Dillon, Professor of Industrial Journalism in the Kansas Agricultural College, at Manhattan

THE chief fault in agricultural writing—and, indeed, in the writings of men generally, who are buried in the scientific courses—is an excess of science, of technicalities and a dearth of entertainment, of human interest, of the common, everyday intelligence of ordinary people. This has long been apparent in newspaper and magazine offices. I have never heard of, or met, a college man—a professor—who even suspected it, and few to admit it. This I do not present as a reflection upon the college man. He has been immersed in his studies, his science, his problems. The smartest have now admitted the value of adequate publicity; and this, as you old newspaper writers

CHARLES DILLON
State Agricultural College Manhattan, Kansas

will agree, is impossible without clear, concise, garden-variety English.

It was our desire at Manhattan to restrict our efforts to what I am now describing as industrial journalism: The writing of articles, or pieces of stories about agriculture, engineering, scientific subjects, domestic science, home economics, in a fashion to attract readers, and that meant, first of all, the editors. Knowledge is power only as it comes into the possession of those who can use it; it gives pleasure in direct proportion to the extent of its diffusion. A discovery is but little value as long as the discoverer is the only one who knows of its existence, and the printed page is by far the most effective means

of extending knowledge concerning it. Magazines and newspapers never sleep, nor do they take vacations, and their power to elevate mankind is incalculable. But printed knowledge becomes effective only as it is read, and to be read in this day it must stand out from the great mass of other matter, and gain the attention and hold the interest of the reader. To do this, its points must be sharp and easily seen, and the style must be attractive. On the other hand, if the presentation is not essentially true the more attractive it is the worse it is, and the greater the harm that follows wide reading of it.

The purpose of the course in industrial journalism is to equip men and women with fundamental knowledge, that they may recognize that which is new, and distinguish truth from falsehood; to enable them to set a proper valuation upon facts as related to the industrial world, that the emphasis of their writings may be properly placed; and to write clear, accurate, forceful, entertaining English.

A writer might advantageously know everything; this being impossible, and the field being so broad, this course as offered by the college includes, in the first place, studies that are basic to all industrial life and its presentation—English, history, economics, physics, chemistry, the biological sciences, etc., and two years in the theory and practice of effective writing and publication. In the second place, this course gives opportunity for choice from among four groups of subjects directed toward agriculture, mechanical arts, home economics and general science, respectively. Thirdly, in each of these options several free electives are left which may be filled with any subject offered in the college that bears upon the special work contemplated. Thus, a student choosing the agricultural option may elect subjects that will give him additional special knowledge concerning farm crops, live stock, horticulture and forestry, or farm mechanics.

In carrying out our ideas of instruction we took upon ourselves, necessarily, a large amount of self assurance in a field that was almost untried. We might believe we knew the only proper and popular way to write for the papers and the magazines and the farm papers—but did we? We determined to put the question to the best possible jury, the editors themselves, and without saying a word to them about it.

There are 755 papers in Kansas; 75 of them are dailies. Every one of them is printing our farm and home articles. We throw away no perfected story of any industry. The student sees it in print. He knows that if he hadn't written it properly it wouldn't be there. If you can pass examination before 700 editors you have a right to a degree of pride. These editors have learned that the articles from our department are dependable; they know that nothing is sent out before it has been approved by the person who teaches that particular subject. They know our stories must be correct if our work is to have value; and we know it, because we have learned that attractiveness is doubly dangerous if inaccurate. The editors have learned, too, that we have remembered the economics of a country office; we make our stories as brief as possible with clearness: we believe in the one and two-stick pieces. The editors believe in them.

We are not trying to make reporters or managing editors. We are trying to teach boys and girls to write for the papers when they go home, and to write so that the editors will use what they write.

In doing these things we are helping the students, the newspapers and farm journals and the college. We are making a new literature of agriculture. We are turning out and will continue to turn out, every year, a few young men fitted to enter the office of a farm paper and learn how to run it. We give him the foundation, just as a lawyer or a doctor gets his foundation before he begins to practice on the public. We give our students the degree of Bachelor of Science in Journalism, but they don't have to mention it until long, long after they have learned to apply the things we have taught them. The student knows how to prepare his copy properly—a thing few reporters of long experience know, or do if they know—and he is equipped generally with much of the information, handy, where he can use it upon short notice, that required years for the old reporter or editor to acquire. The things we teach him make up the kit of tools with which he is to work. We get out of his system the vicious English he has acquired through carelessness; we shake up and sort out trite sentences he has gathered in reading poorly edited papers and miserably written books. We get him into the habit of looking for new ways, for the thousands of words in the vocabulary that are waiting to be used—a treasury of language. And finally, we keep up frequent examinations which, really, are only long cabinet meetings, in which we try out the student's memory and test his imagination and his initiative. All these things we do or try to do in the interest of education for industrial journalism, not, necessarily as a profession, but as a mighty fine thing to have, not only in writing of agriculture but of all the other big and important industries. And of all these agriculture is the first.

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The City Beautiful

Address of Mr. Walter D. Moody, Managing Director, Chicago Plan Commission, Before National Press Association, Hotel Sherman, June 27, 1912

LL OVER the world there is, at this period, an astounding and unparalleled movement of people toward cities.

The tendency of people to gather in close contact has always existed, but today is operating more strongly than ever in the history of man.

Naturally this movement is creating new problems in municipal government. It is bringing up new tasks in social science, or the science of maintaining health and good order among people of different families and different races when brought closely in contact. In the past the problem confronting the people of the cities was to provide gas, electric light, pure water, adequate schools and properly equipped public institutions for the sick and improvident.

Today the problem in great cities is to provide light, air, ample means for healthful recreation, relief from congestion, facilitation of traffic, housing of the poor, scientific organization of charities, better public improvements and attractive surroundings for the multitudes swarming to the cities.

The greatest issue confronting American municipalities today is right citizenship in relation to city planning. Right city planning is basic. A proper city plan, officially adopted and realized, for the direction of the growth of a city in an orderly and systematic way, practically affords a solution of the problems confronting our constantly expanding municipalities.

European cities have a distinct advantage over American cities in city planning. In Germany, France and England, where vast city planning projects are being carried out, the advantage lies in the fact that the work originates with the municipality and is usually aided financially by the government and its direction to some extent is under government supervision.

In American cities the reverse is true. Here city planning originates, as in the case of the plan of Chicago, with a small group of public-spirited citizens. Then follows a long and arduous campaign of education with the people to arouse civic interest in the city's welfare. When that is accomplished, usually an expression in the form of a popular demand follows. Plans are then submitted to city authorities and the long and tedious process of administrative machinery, necessitated by legal procedure, ensues, and finally something tangible is accomplished. Achievements are made only in proportion as the people have gained knowledge of city interests.

Citizenship all right—the city will be all right.

The cities all right—the nation will be all right—for our cities today control our country. The old order—national control by rural influence—has passed.

The conservation of natural resources as a national asset of prime importance, is occupying the serious attention of the government, but what is more important than the conservation of public health in our large cities? Every human life is a national asset and should be carefully preserved.

Forty-three per cent of the people of the United States now live in cities. Twelve per cent live in three cities alone—New York, Chicago and Philadelphia. It is a matter of government record, in countries where conscription to army service is compulsory, that the physique of the city dweller is degenerating. Only a relatively small per-

centage in congested cities are able to measure up to the strict requirements for military service. Germany is alarmed on account of this condition, and has undertaken a wide movement to intelligently and systematically direct proper city plans for bettering present city conditions and for future growth. England during the Boer war, and the United States, during the Spanish-American war, found the conditions described existing to a very alarming extent.

The city of Chicago has been quick to appreciate the necessities arising from modern day municipal problems—which the experience of European cities has proven can only be solved through the adoption and realization of an official plan designed to direct the future growth of the city in an orderly and systematic way. Such is the plan of Chicago, which the city has placed in the hands of the Chicago Plan Commission for study and execution.

The plan in its inception gained national-wide prominence as "The Chicago Beautiful" plan. It has since become internationally known as the "Plan of Chicago." A more appropriate title than "Chicago Beautiful" is "Chicago Practical," since the plan deals primarily with the three greatest problems confronting every metropolitan community—relief of congestion, facilitation of traffic and the conservation of public health.

The origin of the "Plan of Chicago" dates back to the World's Columbian Exposition in 1893. A few of Chicago's leading men, who were members of the Commercial Club, and directors of the exposition, perceiving the splendid and convenient arrangement of the streets, the practical grouping of the buildings, and the general beautification and magnificence of the entire scheme, decided that if some of the more practical and main essentials of the plan of the exposition could be embodied in a plan for Chicago, the undertaking would be worthy of their efforts and fraught with greatest possible significance to the city.

It will be remembered that at first the people were not very enthusiastic about the World's Fair. It was called an "idle dream." So also has the plan of Chicago been called a "dream." Looking backward twenty years, we now recall what a splendid reality the World's Fair was. It stands out in our memory as one of the greatest achievements of the twentieth century—an accomplishment which brought the nation more than ever into world-wide prominence—an achievement which did more to advance the general interests of Chicago than all that had been realized in its entire preceding history.

The World's Fair plan was designed by Daniel H. Burnham upon Athenian lines. So also was the great Haussmann plan for the rebuilding of the city of Paris. The people of Athens were the greatest city planners of any time. Athenian lines of architecture and grouping of buildings and arrangement of streets have since been made the basis of every city plan of any considerable magnitude.

Pericles found Athens a city of mud and left it a city of marble. Caesar built the Appian Way and advanced Roman civilization to the zenith of its glory. Haussmann made Paris so convenient and attractive that it became the playground of the world.

Burnham found Chicago a formless group of overgrown villages. He planned to make it surpass any city now in existence for convenience, healthfulness and attractiveness. His untimely death was a shock to the entire nation, but he lived to accomplish great things for Chicago, and still greater things are to follow in the wake of the rich heritage he left his city in the creation of the "Plan of Chicago."

Daniel H. Burnham, director of works of the World's Columbian Exposition, and author of the "Plan of Chicago," was also honored with the chairmanship of the plan commission for the new city of Washington, D. C. He was chosen as the architect of the city of San Francisco and the forthcoming Pan American Exposition. Burnham, the greatest city planner of modern times, was, at the time of his death, engaged in designing plans for a dozen or more of America's leading cities.

At the close of the World's Columbian Exposition, Mr. Burnham was induced by the Commercial Club of Chicago to become interested in a plan for Chicago. After touring the cities of Europe, where city planning has been realized to any considerable extent, he returned to Chicago, drew about him a group of celebrated artists and architects, and under his direction the plan was completed in 1908. Mr. Burnham not only gave of his time and genius, but he personally contributed $20,000 to a fund raised by the Commercial Club to promote the plan work, besides furnishing free headquarters where it could be carried on.

Looking west from the lake front the city, when developed in accordance with the plan, will present wonderful harmony of detail and continuity of design, personifying scientific arrangement.

The general plan is designed to make Chicago a unified city by properly solving Chicago's problems of transportation, street congestion, recreation and public health—its greatest asset. In the interests of the latter, the plan demands more and larger parks and playgrounds and better and wider streets.

When the charts, drawings and subject matter of the plan of Chicago were completed, the Commercial Club, in 1908, had the matter published in a magnificent volume, which has since been known the world over as the most complete work ever published on city planning. When the book appeared the Chicago daily papers devoted many pages and colored supplements in exploitation of the idea, crediting the splendid scheme to the public spiritedness of the members of the Commercial Club. Hence the idea grew that it was a rich man's scheme—a scheme to interlace the city from north to south and east to west with boulevards for the rich to ride over in automobiles—because the one hundred members of the Commercial Club were the leaders of Chicago's commercial, industrial and financial world.

The Commercial Club requires no eulogy for its many benefactions to the City of Chicago.

The statements indicated here cause thinking people to feel that it is high time, in the City of Chicago as elsewhere, that due appreciation be shown the power of wealth turned in ways for the common good.

The Commercial Club's Contribution to Civic Advance

It's one hundred members have contributed out of their own pockets more than one million dollars in providing for Chicago:

The development of the Plan of Chicago;
Chicago Manual Training School;
Chicago Manual Training School endowment;
St. Charles School for Boys endowment;
Playground at Chicago avenue and Lincoln street;
United States government site of Fort Sheridan;
State of Illinois site of Second Regiment Armory;
United States government Lake Bluff Naval Training Station.
First State Pawners' Society—of incalculable value to the poor;
Inquiry into accounting methods of Chicago;
Result—establishment of a new system;
In co-operation with city, establishment street cleaning bureau;
Report of exhaustive research on vocational education.

In 1909 the Commercial Club had extended Chicago plan work as far as its physical resources would permit. It then appealed to the mayor of Chicago to appoint a commission to study and promote the ideas presented in the plan of Chicago. The mayor placed the matter before the city council, and by an act of the council, in November of that year, the Chicago Plan Commission was created. Its personnel is broadly representative of Chicago and is comprised of 328 members.

The permanent chairmanship of this great commission was placed in the hands of Mr. Charles H. Wacker, who needs no introduction to a Chicago audience. Mr. Wacker was for years the president of the United Charities and has been active in many important commissions and committees in the interests of Chicago's common good. Under his distinguished leadership the work of the Chicago Plan Commission began to make real progress from the very start. On the appointment of the commission the mayor wisely, as it seemed at that time, admonished it to study the plan not as a hard and fast plan but to determine what parts might be carried out immediately and whether or not it was a suitable plan as a whole to be adopted as the official plan for the City of Chicago. Close students of the plan—those actively engaged in its promotion—are irrevocably of the opinion that the plan should be adopted as the official plan of Chicago without change and that it should be left with the commission to develop as conditions and resources permit. The commission early realized the importance of securing the adoption and completion of a single important feature in order that the

people, perceiving that, might realize the importance of the plan in the interests of the city. It first directed its attention to the widening of Twelfth street, which will be shown in detail later.

The plan has been called a "dream." Well, it is a dream—just such a dream as the splendid new hotels La Salle and Blackstone present in contrast to the old Tremont House—one of the leading hostelries of the city fifty years ago. It has been stated that the plan in its inception was known as the "Chicago Beautiful" plan. The dream idea to some extent, no doubt, was engendered because of the apparent impossibility of the average citizen to cause his mind to epitomize the chasm dividing the splendid practical ideals in the plan and the lack of orderly growth everywhere apparent in the present city. Certain minds are so constructed as to make impossible the realization of new truths and conditions, excepting by a special act of Providence.

Yes, the plan is a dream. It is a dream such as the new $20,000,000 Northwestern terminal presents in contrast to that road's first station erected sixty-five years ago. The plan is a dream all right, but it may well be remembered that nothing worth while has ever been accomplished since the beginning of time unless there was a dreamer back of it. No work worthy of man has ever been planned in the interests of the people unless it was a work destined to safeguard the interests of generations to come as well as to provide better present conditions.

What better example does Chicago want for the necessity of the adoption of the plan than is presented in the comparative facts shown between the cities of Paris and Chicago?

Chicago's Lesson in Building Without a Plan

Every city should have a plan.

Who would build a house without a plan?

Who would make a garment without a model?

Paris built according to a scientific plan—cost $280,000,000—required fifty-eight years to complete.

Result—Paris, the world's most convenient, beautiful and healthful city, has reaped in return untold millions from the world's visitors.

Chicago built without a plan—cost $222,000,000 in extraordinary improvements and betterments in twenty-five years.

Result—A disjointed collection of overgrown villages.

Chicago without a plan spent only $58,000,000 less than Paris with a plan. Draw your own contrast and conclusions.

Chicago will spend many millions for improvements in the next twenty-five years.

The carrying out of the "Plan of Chicago" will make Chicago the Paris of America.

Baron Georges Eugene Haussmann, who created and directed the Haussmann plan for the rebuilding of Paris, was the first to conceive and execute plans to direct the growth of a city in an orderly and systematic way since the times of Pericles and Caesar. Haussmann's great work, and the benefits which the city of Paris received from it, form the solid foundation of the great city planning movement which has since gripped the world's large cities.

Chicago has been called "the most solvent city in America." Solvency is always to be desired, but the mere storing up and corking up of wealth spells not only decay but disaster. The following figures effectively point out that if Chicago is to hold her own, not only with the large cities of Europe, but with her progressive sister cities at home, large expenditures for necessary public improvements will have to be made. Our citizens, having paused in their rightful occupation of first securing solid individual prosperity, true to the average American characteristic, are beginning to realize our larger needs, inspired by the thought that the man who refuses to give some of time, some of thought and some of money to the public welfare, if widely distributed, would mean disaster to the community.

Per Capita Indebtedness of Leading American Cities

New York.

New York has recommended $100,000,000 for additional improvements.

Boston	$165
Cincinnati	140
New Orleans	80
Newark, N. J.	74
Pittsburg	71
Baltimore	65
Cleveland	65
Philadelphia	62
Buffalo	58
San Francisco	39
St. Louis	36
Washington	29
Milwaukee	28
Chicago	25
Detroit	19

Our growth has been rapid. Conditions requiring improvement have crowded in so fast that it is imperative to give thought now to a proper solution of the great problems which are confronting us, and which must be coped with. Chicago, during her short life, has "jes growed" like Topsy. We have done pretty well, but the potentiality of Chicago's future is enough to fairly take the breath away when we contemplate what we may become.

Within 500 miles of Chicago there is located more than half the population of the United States. More than 50,000,000 people can take the train after dinner at night in their home town and get off for breakfast in Chicago the next morning. Such advantage does not accrue to any other city on earth. This condition in itself spells Chicago's future greatness. Three great factors may be said to control the destinies of our modern cities so far as growth in population is concerned. The first is the extent of rich and populous territory into which their trade and commerce can be extended. The second is the supply of raw materials near at hand for feeding and housing their people, and for use in manufacturing products to be sold in the tributary territory. The third is the extent of the railway and water transportation facilities by which commerce may be easily and cheaply handled. In all these three elements Chicago is equalled by no other city in existence. Thirty railroad trunk lines terminate in Chicago. There is eighteen times more traffic in the city limits than in New York. 100,000 miles of the country's great steel highways end at our gates. The world's great cities are all inland. In early days it was the seaport that held the supremacy both in population and commerce. Eventually an inland city of every country becomes the metropolis. Why? Because of the three reasons already stated. Chicago will become the metropolis of the United States sooner or later as sure as there is a rising and setting sun. Some, who claim to be students of conditions centering here, place the time limit at twenty-five years. The Mississippi valley—the richest country in all the world excepting possibly Manchuria—has resources for 100,000,000 people. Chicago, like a diadem, sits upon its crest. James J. Hill has said that when the Pacific coast has a population of 20,000,000 Chicago will become the metropolis of the world. The development going on in the Pacific Northwest is best told in the fact of the growth of cities. Seattle thirty years ago was a flag station. Today it is a metropolis of 300,000 people. Chicago seventy-five or eighty years ago was a hamlet of 100 souls. Today it is a city of close to two and a half million, and growing at the rate of 65,000 a year.

The balance of Mr. Moody's talk was illustrated with over one hundred beautiful views of foreign and American cities, as well as the complete pictures, charts, etc., of the great "Plan of Chicago."

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Welcome by Elbert C. Ferguson on Behalf of the Chicago Association of Commerce

To National Press Association in Convention, on behalf of Mr. Kimbark, our President:

It is with the most sincere pleasure the Chicago Association of Commerce welcomes you to our city, and congratulates you on so large and representative a gathering. Yes, I will say twice, and thrice, welcome, because we appreciate your coming, and the national importance of your organization.

When I say thrice welcome, I hope you will receive it with the German construction. Like a gentleman who was making a South American cruise last winter on a

German ship, and feeling thirsty when he boarded the boat, he asked the German waiter to bring him a Martini cocktail. With the proper salute the waiter proceeded some distance, when mein host called out and said, "Make it dry ('drei')." Presently the waiter returned, when, lo and behold, he had three cocktails on the tray!

Therefore, when I say thrice (dreice) welcome, I hope your pleasure will be as bountiful.

We recognize in your business, and in this gathering, the broad lines of demarcation, absorption and assimilation, like those claimed by an Indiana lawyer, whose letter-head made this startling announcement:

"Law is the embodiment of all that is great and good, and I for cash expound the law."

Adding: "All branches of the law a specialty."

We are glad, therefore, to greet in business fellowship men who represent all branches of the press. It speaks well for the progress of your business and its men. I feel that no publisher can afford to be absent from such a gathering of men.

This convention has a remarkable point of significance. You devote your time to printing and circulating news and thought, nevertheless, you have to come back to the ancient methods of the forum, of greeting each other, and to most effectively discuss your own welfare.

The forum still remains strongly intrenched, and its power and influence can never be supplanted by the press. It finds its prestige among the most ancient philosophers, and its precedent in the language of the prophet, when he said, "Come, let us reason together." And I assume that this convention comes here under this flag of truce.

It is by this method that the common people have far advanced in reaching the hearts of their fellows, and their strength is evidenced by the present control they have over a large part of our people.

While free speech is one of the bulwarks of American liberty, it cannot be gainsaid that we are suffering from the influence of the demagogue and the agitator, whose control must be arrested by a closer alliance, and the best use of the press and the forum.

Your gathering, representing both the press and the forum, evidences the wise and magnanimous spirit of the men and women of this convention. The discussions that you will have of your problems, and the reduction of your conclusions to a concrete form, which are then to be proclaimed in the press, must contribute to the welfare of thought and purpose.

In looking about us we cannot help but see that the mechanical genius of our people has far outstripped all other forms of mental velocity. It is, therefore, necessary that we shall follow the language of the late and eminent Professor Swing, when he said, "What our age needs is a rapid advance of the ideals of life."

This country has grown in great haste. Its wealth is manifesting itself in every avenue of life, therefore, it is to these great conventions that we must look, so that by the co-operation of the press and speech there shall be some method devised by which the masses shall be equalized, and the individual developed.

These great gatherings are the safety valves for human energy. You come to discuss the benefits and trials of your business, and how to reach in every department a higher efficiency, and, also, how to make a United States of America in truth and in fact, by making united men.

One of the highest and greatest aims which this body can emulate, and the result which it can attain, is to prepare the individual for useful work and enjoyment, by broadening his thought and action, not that he may be a master of men, but that he shall be a maker of men.

This is what the Chicago Association of Commerce in this greeting stands for.

The great problem of "Community of Interests" which seems to be the battle cry of business, church and state, is but a synonym for a great force that is trying to find a resting place in the minds and hearts of the people, and it is a trust in your hands to conserve this force by your wise discussion and forceful publication of those thoughts which you alone can bring as a guiding influence to our people. Then America will have no red horizon in the evening, but will always glow as the morning sun.

It is not my purpose to hold the Chicago Association of Commerce responsible for the following suggestion, but I do believe that the best aid to carry out the purposes which I have advocated would be for the government of the United States to adopt a new method of education, that her unexplored wealth of information in the archives at Washington, and the daily acquired information, should be utilized. Let us anticipate the future, and what we may some day spend to buy internal peace use in the development of our people and our land.

The government is spending one million a year, for the next three years, and then five millions for the grand cause of vocational training. We should spend more money in the interest of all our people, and bring them in closer touch with all government reports, and the scientific research which is being conducted, so that the farmer, the laborer, the business man, the manufacturer, the scientists, and all classes, shall have the latest discoveries in every department of our government, and be advised of the latest policies of our nation, all shorn of politics or other similar inferior garnishments.

To this end the government should devote several millions annually by publishing a weekly paper to be distributed at a nominal cost to every family and every reading person with no family affiliation, that all men may know and have the advantage of the information and discoveries that are costing us millions, the value of which is being largely lost.

It is my opinion that it will not in any manner seriously compete with your welfare and business, but serve as a stimulus to our population, which will bring greater results to these endeavors; and in the end, larger crops, more goods to sell, more news to disseminate, an increase in the reading public, a greater earning power, all of which will contribute in such a manner to your welfare so as not to make it a competitor, but a helper.

Will you show your wisdom and magnanimity in fostering this great movement, for so sure as the people enjoy the wealth of our land, we must teach them how to utilize it. Then there will be prosperity and contentment.

The Chicago Association of Commerce recognize in you one of the great associations, of over three hundred and sixty-five we have had during the past year. We have asked you and all of these people to come to our city, not for the local advantage, but to help our four thousand members, who are giving lavishly of their time and money to develop your business as well as ours, and to arouse our people and your people to interest themselves in civic and business development, vocational training, housing the poor, regulating the use of charitable funds, good roads, beautifying cities, economic use of public funds, and better government, and, above all, to make Chicago a "Capital of Thought" to which all will turn for inspiration.

We recognize in you the greatest power to bring to pass our hopes. You are an inspiration to us. We are glad you are here, and if you will listen you can hear our hearts beat with pleasure.

Your organization can work in its own field, and accomplish much for its own welfare; but in its greater usefulness, it must co-operate with every other broadly organized and higher body, and we all must be willing to place the final decision of many disputed policies, and our own interests, in the hands of such an organization as the Chamber of Commerce of the United States, so recently organized.

In some such body the many organizations of our country must centralize their force. It must be the final spokesman. The real business interests of this country have determined that it shall be the supreme court of commerce.

Think you, then, of this, and come back to us again with your reflections. We will again make you welcome.

We believe that the work done, and the words of wisdom that will be spoken at this convention will be a power which shall endure with time, and help to bring peace, progress and posterity to the American people.

Welcome, welcome, to our hearts and our city.

ELBERT C. FERGUSON,

Chairman of the Committee on the Relation with other Illinois Organizations, Chicago Association of Commerce.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

SURELY there is nothing in any calling of more interest and value to its members, in shaping their own business course, than the actual experience of an individual member of that calling. It matters not whether the individual has failed or succeeded, his experience, the methods which he followed, and the measure in which they were profitable or unprofitable, stand out as a guide to fellow-craftsmen, at times warning back, at other times beckoning them on. Editor E. R. Purcell lately issued a little brochure intended as an advertisement for advertising space in his Custer County Chief, Broken Bow, Neb., which, since it is a sort of brief review of "Twenty Years of Subscription Building," becomes at once of vital moment to every newspaper maker in the Union. In view of the value which immediately attaches to this review of successful Chief-building from Brother Purcell, I herewith quote the context in full as follows, and ask the reader to note carefully the extent of this editor's success in subscription building, and the facts which he ascribes as chiefly responsible for his 3,600 paid-up subscribers:

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The Custer County Chief has just rounded out its twentieth year, and there are some things connected with this twentieth anniversary that we believe will interest friends of this paper.

The present editor has been in continuous editorial and business management of the paper every issue during these twenty years. There are many papers in Nebraska much older than the Chief. There are a good many editors in Nebraska who have been in newspaper work longer than we have, but there are only a few editors in Nebraska who have devoted twenty years of continuous and uninterrupted service to the building and maintaining of one paper. In Broken Bow dozens of editors have come and gone since the Chief appeared, and in Custer county the newspaper changes have run into the hundreds during this time.

The really important feature of this twentieth anniversary is not "How long has the editor been in the harness?" but "What has he accomplished?" The actual circulation of the Chief is 3,600 copies each week, which is recognized as the largest of any country weekly (no daily in connection) in all Nebraska. This circulation is not only real and actual, but its condition is healthy, a very great per cent of it being paid, either in advance or up to within the year. For some years our mailing list (corrected twice a month) has hung on our office wall. It is still there for your inspection.

You ask us how we secured this unusual list of readers and how do we hold them and add more each year? By keeping everlastingly at it. That's where our twenty years of continuous service comes in. The Chief has seventy-five correspondents located in seventy-five neighborhoods of Custer county. We publish from 1,200 to 1,500 of these news letters each year, which is another record we hold among Nebraska country weeklies. This, in connection with the other well-known features of the paper in which the editor takes personal pride, is what has put the paper in a vast majority of the homes in Custer county. The fact that the news features of the Chief are equally strong, one week with another, the year around, is the principal reason why the Chief continues to reach the same homes year after year. It is the real reason why the Chief covers Custer county like a blanket.

We are not saying these things for the purpose of throwing bouquets at the editor. We simply want to impress upon you the strength of the Chief as an advertising medium. If there is anything in newspaper advertising, surely the Chief can deliver the goods. With the largest circulation of any paper of its class in the state, with that circulation covering so thoroughly the people YOU want to reach, with a news service that is strong enough to secure and to hold such a circulation, what more could you ask from the standpoint of advertising strength?

No editor can accomplish such results in a year or a short term of years, and the paper which frequently changes hands cannot become a good advertising medium. It is our twenty years of Chief building that has developed its strength. It is this long service that has formed a bond of friendship between the editor and his army of readers that will continue to intensify so long as we keep the paper up to its present standard. There is a reason, and a valid one, why the Chief is the greatest country weekly advertising medium in Nebraska.

We appreciate more than we can tell you the splendid patronage accorded the Chief, and we are going to make the paper better and stronger as time goes on. We are now striving for 4,000 subscribers and we ask your co-operation in helping to push our subscription list to the four thousand mark before the Chief reaches its twenty-first anniversary.

Yours very truly,
E. R. PURCELL.

✣ ✣ ✣

Hoffman, Minn., March 31, 1912.

O. Byron Copper, De Soto, Wis.

Dear Sir: Am sending copy of the Hoffman Independent, under separate cover, for criticism. Have contributed to your columns before. Hope this will succeed in missing the waste basket.

Yours truly,
CASPER NOHNER.

Old friends, as well as the new, are always welcome in these columns, hence I'm glad to hear again from Brother Nohner. His Hoffman Independent has some creditable features, among which most prominent are the clean front page and good contents. I commend especially the home newsletters and the excellent editorial department. The print is very inferior, being, I would judge, the product of a hand press. As such a product, it is my opinion that the impression should be better. Nearly all hand-presses I have made the acquaintance of are capable of good work, provided one understands them and is painstaking in manipula-

ion. I would suggest trying a little more impression and being very careful about the distribution and application of the ink—the latter being the chief secret in the securing of a good print on handpresses. The Independent shows some fine display faces used in plain, ordinary fashion. The adoption of department heads might enhance the attractiveness of this sheet.

✣ ✣ ✣

Mapleton, Minn., Apr. 9, 1912.
O. Byron Copper, De Soto, Wis.
Dear Sir: Enclosed you will find an ad on which I would be greatly pleased if you would give your honest personal opinion. I am,
Yours very truly,
H. S. ROGERS,

Brother Rogers' ad is shown as the first illustration for this installment. In the main it is a very creditable piece of work. It is nicely laid out, well balanced and possesses all the qualities that

GREINER'S
Clothing - Store
Bring Your Boys Here
See What $5.00 Will Do
Shoes for Spring

No. 1

make an ad attractive and interesting. Every line shows careful composition and the only point on which I can consistently offer objection is that the first two lines are each of a different face of type. To have stuck to the Quentell face in a long and short line effect would have been better; and, since these two lines constitute merely the name-plate, I would have much preferred them enclosed within a panel—a panel of a lighter face rule, however, than that employed as an underscore in this specimen.

✣ ✣ ✣

Some time ago Brother A. B. Wood sent me this invitation to the annual meeting of the Scotts Bluff County Press Association (Exhibit 2), which is indeed a "classy" job. It certainly took some brains to think up such an abortion. "Wish you could be here," says Brother Wood, and I certainly wish I could have been, too. I sort of suspicion that enough of the delinquents dug up, so that there was a plenty to eat along about eight o'clock when the men folks repaired to the president's house—and I'm always strong in doing justice to such occasions.

✣ ✣ ✣

Storla, S. D., March 18, 1912.
Mr. O. Byron Copper, De Soto, Wis.
Dear Sir: Under separate cover I am mailing you a copy of The Tri-County Journal of a recent date. Since selling out my interest in the Chronicle-Blade at Letcher, S. D., last July, I have launched a new paper at Storla, a little inland village with a population of about a dozen people. Do all the work myself, even cooking and eating my own hash. The paper is what I think it "ought" to look like, but that's the reason I would like to have you tell me your opinion of it, not only upon the general make up, but also on the ads. I am a subscriber to the National-Printer Journalist and consider same a valuable magazine for the country editors.
Yours very truly,
L. O. LARSON.

The Tri-County Journal is in many respects a very praiseworthy paper. For a publication issued in a small town, its contents are abundant and good. I especially congratulate the editor on the excellent amount of local news he is gathering, which includes, of course, the several letters from correspondents. In spite of the large displayed advertisement on the first page, the face of the Journal is quite attractive. The fancy initials at the beginning of each word in the title are about as absurd as anything I have seen lately in modern typography, and I am surprised, indeed, that a "printer-journalist" should have chosen such a line. Otherwise the typography of this sheet is good, the ads being carried out along sane and simple lines. The faces are strong and the designs harmoniously adapted to the simple types. That the print is excellent indicates that the material is all brand new. A creditable editorial page is maintained. I wish Brother Larson and his Tri-County Journal an abundance of success.

✣ ✣ ✣

Creighton, Neb., Feb. 12, 1912.
O. Byron Copper, De Soto, Wis.
Dear Sir: If you offer criticism on this class of work, please criticise the enclosed bill.
Respectfully,
PAUL D. CREW.

It affords me pleasure to reproduce Brother Crew's poster (which is practically a newspaper advertisement) herewith as Exhibit 3. Any fair judge of typography can see at a glance that it is a very "nifty" piece of composition. There are no bad defects in this specimen. About the only suggestion would be that greater margins be left between rules and matter inside of panels. Ten points are always better than the four points that result inside of panels where two-point rules are used. Another thing well for Brother Crew to remember is, that when running panels within panels (as in the case of the box heads showing discounts in the upper row of boxes in this ad) it is imperative to see that the margin between the outer and inner rules is of exactly the same width

all around. I do not approve of the treatment accorded the signature in this specimen. The ornaments at both sides of "the" are very objectionable. In short, it is next to impossible to use the article "the" in this fashion and achieve symmetrical results in composition. It is always extremely advisable to include the article in the main line. Thus, more space would have accrued, admitting of a greater face for the name of the town and state,

No. 3

which in turn would have permitted the omission of the several colons used as leaders.

✣ ✣ ✣

Feb. 24, 1912.

O. Byron Copper, De Soto, Wis.

Dear Sir: I am sending you herewith a few copies of the Lawrence Times for criticism.

I claim distinction for the Times in that it is published in a town of less than 1,000 inhabitants; that it averages 31 columns of home advertisements per week at a minimum rate of 8 cents; that it is not filled with patent medicine advertisements; that it is all-home-print, running from 8 to 30 pages a week.

The office force consists of three, including myself. I maintain that labor-saving material and plenty of it is cheaper than labor and I have made my business especialy successful by working along this line. Here the maximum results are obtained with the minimum effort and this means dollars to the profit side of the ledger.

The Times works on a cost system and no work is touched that does not show a profit. In my experience in country newspaper work I have found that fully 90 per cent of the fellows do not know what it costs them to produce their work; they work on the guess plan with the result that they condemn the "business" while they, themselves, are to blame.

Respectfully yours,
G. S. EASTON.

While editing this department for the National Printer-Journalist, it has been my pleasant privilege, from time to time, to receive letters from members of the fraternity in all parts of the Union and most of them have been excellent letters, too of clean-cut sense embodied in the brief missive quoted above. There's hardly a newspaper maker anywhere who will fail to find benefit in reading this letter, re-reading it, and, as the late lamented Bill Barlow was wont to say "sort of letting its message sink into his soul." The letter-head on which the foregoing epistle was written was quite as distinctive, both in print and texture, as the words themselves, and the same able and original features are strongly stamped in every department of the Lawrence Times itself, especially in the editorial department, where Brother Easton surely ascends to heights away above the ordinary home editor. In one of the issues of his paper at hand for instance, he touches a subject very appropriately considered here:

The Lawrence Times is published for the dissemination of public information; that is the mission of every newspaper. When news is made, it becomes public property, whether it be of a social, industrial or criminal nature. Last week the Times was arraigned by an individual because it published a certain item which looked bad in print to the maker of the news. It was no fault of the Times that this news was made, it merely did its duty in publishing it after it was made. In this connection let it be said that it is this fear of publicity, this holding up to public gaze and criticism of human shortcomings that keeps more men in the straight and narrow path than any other human agency. It is a human foible to err and it is this dread of public censor which becomes a potent force in helping men to overcome this weakness. If men of weakened morals were cock-sure that their misdeeds would not be paraded to public gaze crime and carnage would run riot, our social fabric would be torn asunder and chaos would become the rule. It is not the fear of prison walls and grated windows that the criminal most fears, it is the ostracism from decent society, his social annihilation which comes through publicity. It is the mission of the Lawrence Times to publish the news.

If you don't want the news don't make it.

Few editors there are who have not been up against just the same proposition as that described in the introductory part of the above editorial, and few there are, too, who dared to thus defend their position. This same fearless keynote seems to run through all of the Lawrence Times. A long editorial in the same issue from which I have extracted the lines quoted above, under the title of "The Saving of Creeds, or the Saving of Souls; Which?" is a dandy—to every thought of which I heartily subscribe. In essence, the editor criticises the modern church and recommends the establishment of a community church in Lawrence, a church of, by and for the people, calculated by equipment and conduct to interest and attract the younger set—a class that the narrow old creeds and dogmas fail to reach. I do not know how it may be in Lawrence, Mich., but in some communities, it would be a very brave man who would come out so boldly on this question of religion and put the truth up to the readers in such undisguised fashion. But in any case it is a commendable work—this dis-

semination of the truth. And the church plan suggested by Brother Easton for Lawrence is the ideal plan for all small communities, the majority of which are often beggared by the many religious sects they have to support, and usually each of the several sects themselves are so ill-supported that they drag out merely a miserable existence. The Times is not rich in editorials only; there are besides an excellent news service and an abundance of advertising. The ad composition is fairly good, the mechanical makeup generally creditable, but presswork is somewhat inferior.

✣ ✣ ✣

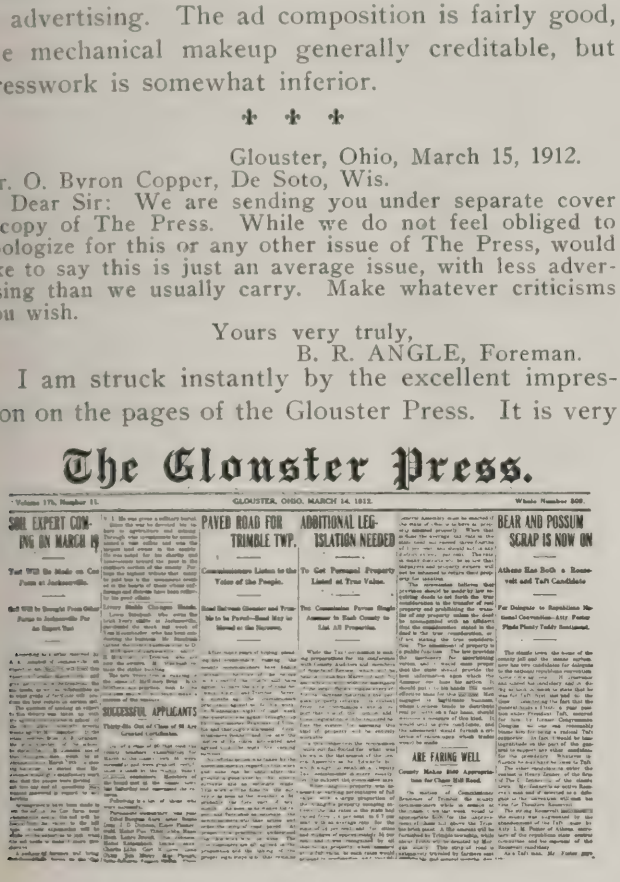
Glouster, Ohio, March 15, 1912.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: We are sending you under separate cover a copy of The Press. While we do not feel obliged to apologize for this or any other issue of The Press, would like to say this is just an average issue, with less advertising than we usually carry. Make whatever criticisms you wish.

Yours very truly,
B. R. ANGLE, Foreman.

I am struck instantly by the excellent impression on the pages of the Glouster Press. It is very



The Glouster Press.

GLOUSTER, OHIO, MARCH 14, 1912.

SOIL EXPERT COMING ON MARCH 19

PAVED ROAD FOR TRIMBLE TWP.

ADDITIONAL LEGISLATION NEEDED

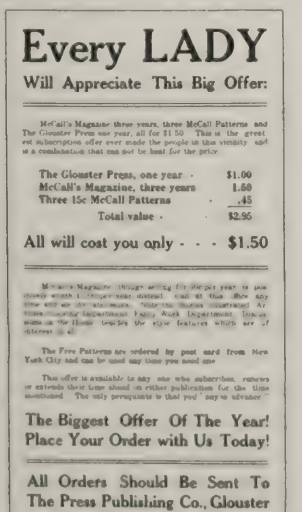
BEAR AND POSSUM SCRAP IS NOW ON

SUCCESSFUL APPLICANTS

ARE FARING WELL

No. 4

strong, clean and even and is a delight to behold. The makeup man handles his end of the work in a pretty creditable style, too, as the accompanying reproduction of a portion of the first page will



Every LADY

Will Appreciate This Big Offer:

The Glouster Press, one year - $1.00
McCall's Magazine, three years 1.50
Three 15c McCall Patterns .45
Total value - $2.95

All will cost you only - - - $1.50

The Biggest Offer Of The Year!
Place Your Order with Us Today!

All Orders Should Be Sent To
The Press Publishing Co., Glouster

No 5

attest (Exhibit 4). I deem the editorial work clean and cultured and must commend the contents both for character and extent. The faces used in display are all of excellent family (Cheltenham, principally) and excellent condition, and the results

Last Number
of Glouster Lecture Course

The Glouster Opera House
Wednesday Night,
MARCH 13

Music Makers

One of the Famous
DUNBAR Companies

This will prove the most popular feature of the entire course, and one that will be greatly enjoyed.

Admission - 35c and 50c

Chart Opens at Drury's Drug Store, Tuesday Morning, March the 12th, at 7:00 o'clock.

No. 6

in ads are therefore pleasing. The ad compositor follows lines of simplicity and achieves such fine, clean examples of strength and beauty as those shown herewith. (Exhibits 5 and 6.) The heads in this publication might be improved by avoiding such discrepancies in length of the two respective stair-step lines as present in the third column of this issue (Exhibit 4) and by making the first line a full one in the "Number 2" head.

✣ ✣ ✣

David City, Neb., March 29, 1912.

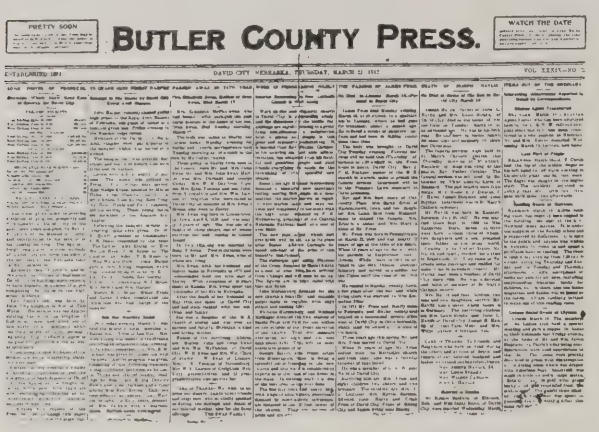
O. Byron Copper, De Soto, Wis.

Dear Sir: By this mail I am sending you several copies of the Butler County Press for your inspection and such criticism in the National Printer-Journalist as fits the case and your convenience.

Yours very truly,
C. F. CLARK.

Other things being equal, a seven column quarto, printed all at home, makes an exceptionally fine big newspaper, and such, forsooth, is this contribution from Brother C. F. Clark. It is possible to get an enormous amount of reading matter into such a paper, and the makers of the Butler County Press improve all the possibilities provided. How clean and handsome the front page of this publication appears is exemplified in the accompanying reproduction. (Exhibit 7.) It wil be noticed from the illustration that all typography is of an admirably modest style, the title itself being the only bold line on the entire front page. The mechanical makeup is nearly ideal, not only in the fact that the first page is free from displayed matter, but also in the fashion after which the balance of the

sheet is arranged. The news-service offered in this paper is especially far-reaching and thorough, and every item shows able editing. A long and excellent editorial column gives character and dignity to the Press and the fine work of the pressman crowns everything in a way to delight the most


PRETTY SOON

BUTLER COUNTY PRESS.

WATCH THE DATE

No. 7

fastidious. The business institutions of David City are fully awake to the benefits of such a good local newspaper, judging from the liberal manner in which they are patronizing the Press' advertising columns, and, with the famous old DeVinne as his principal letter, the compositor is giving the advertisers clean, strong, serviceable work.

✣ ✣ ✣

Prairie City, Iowa, March 28, 1912.

O. Byron Copper, De Soto, Wis.

Dear Sir: Enclosed you will find a few ads set by me for the Prairie City News, which I would like to have you criticize. The Gym Rink cut was made of pressboard glued to a wood base.

Yours truly,
W. C. RANDALL.

Brother Randall's work is modern and attractive. Six specimens are reproduced as Exhibits 8,

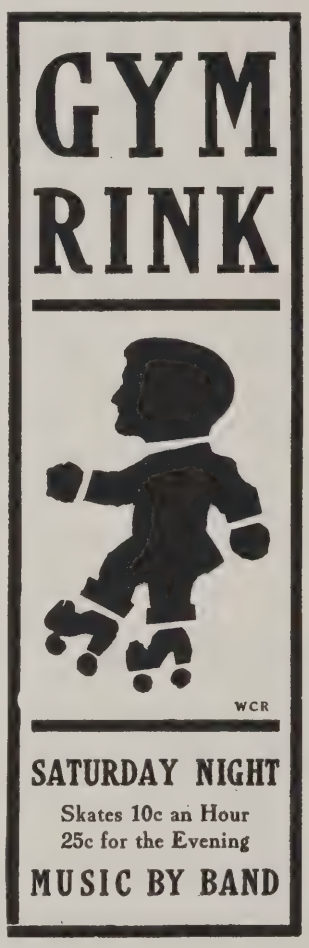
ROBINSON & HUTCHENS FOURTH
HORSE SALE
Will be held at our barn in Colfax, Ia., at 1:00 p. m.
TUESDAY, APRIL 2, 1912
When we will sell at Auction about
40 HEAD OF HORSES 40
Some good ones as well as some of the cheaper class. There will be buyers for both classes, so bring your horses and exchange them for cash.
ROBINSON & HUTCHENS, MGRS.
J. B. WOODELL, AUCTIONEER — M. B. WHEELOCK, CLERK

No. 8

MOONLIGHT
SKATE AT GYM
THERE will be a moonlight skate at the Gym next Saturday night, March 16. Open from seven to eleven. Music by the
PRAIRIE CITY BAND
PRICES: 25c for the evening or 10c an hour. Spectators 5c. Friday and Saturday afternoons for ladies, 2:00 to 5:00, 10c for afternoon. Open to public Tuesday as usual.
SATURDAY NIGHT

No. 9

9, 10, 11, 12 and 13, each of which proves the foregoing verdict. This compositor has the commendable talent of rendering his work harmonious, both as regards material employed and the subject treated. This is best demonstrated in the Gym Rink specimen and the Wall Paper ad. In the former the home-made cut is unique, and in the latter the ornamentation is appropriately suggest-


GYM
RINK
WCR
SATURDAY NIGHT
Skates 10c an Hour
25c for the Evening
MUSIC BY BAND

No. 10

Wall Paper
At greatly reduced prices at Freeman's. The big sale is still on. Don't miss it. save money by buying now.

No. 11

UNION HALL RINK
¶Monday and Thursday nights, 7:30 to 10:30, 25 cents. ¶Saturday nights, 6:30 to 8:00, Children's Hour, 10c. 8:00 to 11:00, general, 25c.
¶Thursday, March 14, Ladies' Fourth Graceful Skating Contest.
¶Saturday, March 16, St. Patrick's Fancy Dress Skating Party. Prizes as follows: Four night pass for the most comical representation of an Irish Pat. Four night pass for the most comical representation of an Irish Biddy. Four night pass for the most charming representation of an Irish Laddie. Four night pass for the most charming representation of an Irish Lassie. Green, the color of the Emerald Isle, will be very much in evidence on this evening. Irish melodies will be played by the band. Pretty souvenir for everyone. All spectators 10c
FOLLOW THE JOLLY CROWDS

No. 12

UNION HALL RINK
SOMETHING SPECIAL, WEEK OF APRIL FIRST
BIG SKATING PARTY MONDAY
TRICK AND FANCY SKATING
BARGAIN PRICES: Skating 24 num. All spectators 9 cents. Rink open 7:30 to 11:00
MUSIC BY BAND EACH EVENING

No. 13

ive. All of these ads exploit skill in massing and correct conception of display.

✣ ✣ ✣

Greenwood, Miss., March 15, 1912.

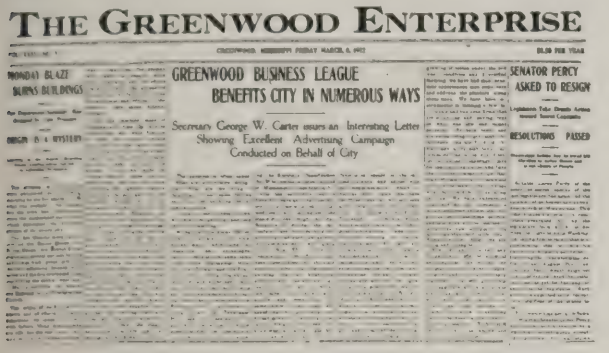
Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: I am sending you under separate cover copies of my paper for the past two weeks, which I will thank you to criticise. We are using the Printer-Journalist in our office and find its suggestions very helpful.

LITTLETON UPSHUR.

There are several features about the Greenwood Enterprise that I like very much. The first of these which I shall mention (because it is the first thing noticeable on taking up the paper) is the artistic manner in which the mechanical man handles his makeup. Exhibit 14 is a part of one of the first pages, showing in a measure how nicely the matter is balanced, and the rest of the page is quite as nicely eked out, too, the head masses being placed ever in such positions as make the two sides of the page match. I regret that I do not find other pages in this sheet so correctly imposed. Probably the next finest point in the Enterprise is its contents, which rank high in abundance and degree of excellence. Local news galore is handled in each issue and likewise a very creditable pageful of edi-

torials. The latter is couched in a particularly vigorous and intelligent style of language, and possesses the additional charm of being simple and therefore easily comprehended. In the later issues I am pleased to observe a marked improvement in both presswork and advertisement composition, and congratulate the makers of the Enterprise on


THE GREENWOOD ENTERPRISE

GREENWOOD BUSINESS LEAGUE BENEFITS CITY IN NUMEROUS WAYS

Secretary George W. Carter issues an Interesting Letter Showing Excellent Advertising Campaign Conducted on Behalf of City

SENATOR PERCY ASKED TO RESIGN

RESOLUTIONS PASSED

No. 14

their progress. I admire the interest in the calling shown on the part of Brother Upshur and his fellow-workers (which leaks out between lines in the Enterprise) and trust that their efforts may not go unrewarded.

✣ ✣ ✣

Lawrenceburg, Ind., May 2, 1912.

Dear Mr. Copper: I have mailed you a copy of this week's Press, as a sample of what I think is front page harmony. Notice the character of the news articles that balance each other.

Very truly,
E. S. SMASHEY.

The fine front page of the Press, to which Brother Smashey calls attention in the foregoing note, is reproduced as Exhibit 15. It speaks for itself. In passing, I beg to suggest the heads in the Press would be neater, if the main lines were so written as to fill the width of the column. Turning to another subject, as suggested by still another copy of the Press at hand, here is one newspaper office in which I wager there is scarcely ever a dearth of "copy," for Brother Smashey is one of those gifted persons who know how to "make news" when the mill of natural events grinds too slowly to fill the chases. Below it affords me pleasure to quote one of these little feature stories of "office-made" news, cut from cloth, yards and yards of which go to waste every week in every town in Christendom, and in many of which there are newspaper editors' racking their brains for "news" and idle compositors howling themselves hoarse for "copy":

Who Said Chicken?

The lack of anything of stirring interest which ordinarily characterizes High street was relieved Monday morning by an amusing incident. When Ezra G. Hayes drove up to the postoffice a hen which had been under the seat of his buggy made her escape and took flight. James Walker, meditating in front of his office upon the uncertainty of life and the importance of insurance, instantly grasped the situation and also tried to grasp the fowl. Failing so to do he then attempted to "shoo" the hen into the postoffice, but with no better success, as she got away and took refuge up the stairway in the Masonic building. Here the hen was captured by E. P. Hayes, P. M., who had by this time joined in the chase after the elusive fowl. From all of which it will be readily deducible that life in a country town is not so dull after all if one only happens to be where things are happening.

Thus, you see, from a comical, trivial, local episode in the quiet affairs of a country town, extremely readable little stories can be told. To be sure, we cannot all tell them in so charming a manner as Brother Smashey does, for he has had a lot of practice; but we can all try it, much to the

THE LAWRENCEBURG PRESS.

COURT BUSINESS

INDIANA EVANGELICAL CONFERENCE

To Meet In Session In Zion Church Beginning Thursday Evening.

CHURCH NOTES

GOOD WOMAN GONE

SKETCH OF J. L. RAWLING

No. 15

benefit of our literary style, and often much to the pleasure of our readers. I intimated that Brother Smashey has had practice in this line of writing, and, as evidence, I have stacked away a pile of the Lawrenceburg Presses in which there are several of such "made-to-order" stories, and concerning which I hope to find opportunity to mention again in future.

✣ ✣ ✣

Stanford, Kentucky, Apr. 27, 1912.

O. Byron Copper, De Soto, Wis.

My Dear Sir: Under separate cover I am enclosing you copies of our paper this week, and will appreciate a criticism in the National Printer-Journalist, of which I am a very appreciative reader. I am also enclosing you a copy of the paper as it looked when I bought it a little over two years ago. Since that time we have added over 600 new names to our subscription list; have installed a standard linotype, a Miehle press, folder, and considerable other new equipment. We issue four pages on Tuesday and eight on Friday, which is about the best we can do, since Stanford has only about 1,800 population, and

much of our advertising and job revenue comes from other places.

I enjoy your department of the N. P.-J. very much; wish you would run a series of pictures of homes owned by country newspapers, as we are hoping to be in a building of our own at no distant date, and are looking for ideas.

Fraternally yours,
SHELTON M. SAWFLEY.

Since I received the above letter, and the several copies of the Interior Journal by which it was accompanied, I have gotten still another copy of the same paper which for several reasons will claim most of my attention throughout this review. In the first place, I want to say that the difference between the Journal of today and that of two years ago, just before the present publisher, Shelton M. Saufley, took control, is nothing short of wonderfully pleasing, especially since the difference is all in favor of the present. The Journal is at present a seven-column sheet, with an absolutely clean front page and an abundance of first-class reading matter (first-class, even if Uncle Sam has admitted it to be second-class) all elegantly linotyped and evenly impressed. I very much regret to have to complain about the mechanical make-up—but I'm here to stick to the truth if I say anything at all. Not enough effort is in evidence to make the front page attractive; that is, I mean in make-up, for, bless you, there's matter enough, and headed articles a-plenty, but they aren't arranged with much aim to appearances. Neither are other pages made up at all in accordance with that which I maintain to be ideal, the rules of which have been so often repeated here as to require no further repetition. Notwithstanding this complaint, the Journal is a very efficient news-promulgator, and therefore it is not at all surprising that new subscribers are being added to the list. The display types in this sheet are good ones and all the ads are set on the "no-time-to-waste" plan, but are strong and serviceable, notwithstanding. I am glad that Brother Saufley has found pleasure and interest in reading this and other departments of the National Printer-Journalist, and think his suggestion to make the running of cuts of homes of the various newspapers who contribute hereto, as a regular feature of this department, an excellent one, and hence, hereby, I issue my first call for photos. Let every publisher who owns his shop respond at once, and pictures will be published, one each month, as received.

\+ \+ \+

KANSAS STATE AGRICULTURAL COLLEGE
Department of Industrial Journalism
Manhattan, Kansas, May 13, 1912.

O. Byron Copper, De Soto, Wis.

Dear Mr. Copper: I am sending you herewith several copies of the Kansas Industrialist. I want you to look this paper over and should be glad to have you criticise it from every point of view. It is not a student paper, yet it is written, set up and printed by my students, once a week. Everything in the paper is written by the students except the column headed Sunflowers, and this I perpetrate. The paper is not made to carry news. We use it to hand to the 750 papers of the state, in readable shape, the best farm information obtainable in the agricultural college. I am not trying to make reporters or managing editors or journalists. I am teaching agricultural and engineering students and the young women in the domestic science course to write entertainingly of the things they study, and to prepare readable stories out of technical bulletins. The paper is quite widely quoted. Its circulation is only 3,500. We accept no advertising outside the college. I want you to compare this paper with the college and university publications given over largely to student activities and athletics.

Very sincerely yours,
CHARLES DILLON.

Notwithstanding Brother Dillon assures me all that he is not trying to make out of his students, one might easily believe he were making all that and more, considering the exquisite perfection manifest in the little publication with which he favors

THE KANSAS INDUSTRIALIST

Volume 16 — Kansas State Agricultural College, Manhattan, Saturday, May 11, 1912. — Number 29

No. 16

this department, a page of which is reproduced as Exhibit 16. In typography, nothing could be more thoroughly pleasing than this dainty sheet, and the contents reflect very creditably upon the students and their educator. I have scanned through several of the articles and find them readable. As a rule the diction is concise, style simple and the context clear and comprehensive. Some subjects seem to me to have been handled with even more than ordinary skill, the author having evidently a complete understanding of his theme and expressing himself well. Mr. Dillon's own column is interesting, at times even clever. I am grateful for this contribution.

"Newspaper Ideals"

-om Address Delivered by B. B. Herbert, Editor of the National Printer-Journalist, May 8th, at the University of Missouri.

(Concluded from June Issue)

Fifth. Promotion. Out of the very nature of the ewspaper and its relations to the community and its rvice comes the idea of worthy promotion. It is a atter of good newspaper-making, of completeness in rvice, but is often closely allied to the business side publishing. You have probably noticed in a series of ticles running in the Saturday Evening Post, under e title, "The Inner Secrets of a Salesman's Rise," hat, as a salesman of oil, the writer has to say as to coming a promoter of manufactures, and the "Sow- g of Seed for Future Business." If a salesman of oil n profitably and wisely promote the founding and up- ilding of establishments that may become users of oil, e newspaper man can wisely promote industries, com- ercial establishments and worthy institutions of every nd, that may become advertisers in the advertising lumns of, and the managers and employer of which ay become subscribers to, the paper. The growth of paper depends upon the prosperity, welfare and growth the city, county or state served, and of all branches of siness therein.

Another kind of direct promotion mentioned in these ticles is worthy of consideration—that is the making the people interested in and familiar with the busi- ss. It is a good thing to have an office, which the ople can be invited to visit and a system and machin- y which the people will be interested in and instructed examining. These are not, however, what I have ntemplated in promotion as a newspaper ideal. I fer to the broad, general welfare in which the news- per must share and the promotion of which is a duty, e performance of which gives character, brings good- ll in carrying out the proper mission of the modern wspaper press. In this view it is a high newspaper eal to inaugurate, encourage and advance, as far as ssible, every needed undertaking for the good of the ople and the worthy individuals of the community, help in the introduction, establishing, upbuilding of lustries, commercial institutions, and to instruct the ople in the character and processes of the same.

To inaugurate and advance industrial or manual ining of the children and youth, and their education the manly, useful industries or trades, in commerce d the arts.

To work especially for the improvement of agricul- re, horticulture, forestry and mining, those callings at draw products from Nature and on which man de- nds for comfortable existence in all the vocations of e.

Sixth. To please and to entertain. We are told proverbs, by the wise man, that "a word fitly oken is like apples of gold in pictures of silver." is is certainly more true of words fitly written d fitly printed. The contents of a newspaper should pure and precious as apples of gold, there should charm and worth. The words should be crisp, ar, bright, appropriate, entirely understandable; me words, the language of the people, with the right aning and sentiment. The composition should be ste, direct, simple, clear, forceful. The paper in ghtness and typography should be as charming as rnished silver. The pages of the newspaper should have the beauty of perfect harmony in arrangement and illustration and should be as genial and in every way attractive as is the face of a friend, whose countenance sharpeneth as iron sharpeneth iron, while worth and worthiness, truth and highest appreciation speaks from every line and character.

Seventh. To Influence and Win. You will have a worthy success when your subscribers speak with pride and affection of your paper as "our paper" and express entire confidence in what it contains. To this end, there must be absolute truthfulness and independence; sincere sympathy and personal interest; public spirit, true motives, devotion to the work and an appreciation of its importance and power; love of fellow men, for all the people, remembering that you enter the sacred precincts of the home and serve all the members of the different families. There should be stories and thoughts that will inspire the boys to seek worthy careers, poems, instructions and sentiments that will tend to true affections, virtue, accomplishments and womanliness for the girls of the household; and all that aid and give pleasure to the parents in their duties, toils and hardships and prepare the citizens better to understand and perform their duties of citizenship.

Eighth. Conservation. Within recent years a new line of service has been found without which an enumeration of newspaper ideals would not be complete. It is the ideal of conservation of natural resources of every section of the country. It is a high newspaper ideal to see to it that all natural resources shall be conserved, improved and handed down to coming generations. This conservation should include the people as well, but just at present the havoc of the floods in many sections of the country impresses the necessity of united action of the press to save the lives of the people and prevent the waste and destruction of millions of dollars worth of property directly by the floods, as well as to save the other millions lost every year from the fertility of our fields by erosion. This ideal of service should include prevention and there is no better method than that the press should show the extent of the destruction and to insist that for his own profit and the protection of others, every drop of moisture, in snow or rain, should, by proper embankments or reservoirs or by temporary retention on fields, through deep furrows, be kept on the land, to the prevention of erosion and the increase of fertility.

Ninth. Another ideal that has not been sufficiently held in high estimation is that of the improvement of the calling as a whole in character and public estimation. Every newspaper man should take post-graduate courses through belonging to and working for associations and institutions of the profession, attending conventions and seeking for better methods; and to build up one's self and associates in higher ideals by taking, reading, and writing to the newspaper journals.

This ideal of constant improvement and progress may not be entirely new, but the carrying of it out has been neglected. Growth is necessary to life in this calling; we must ever go forward or backward and never before have there been so many and great opportunities for advancement. Not "to go to it" for all that it is worth, is a very low position to occupy as to ideal on which the securing all other ideals depends. Improvement is the watchword of the hour and it is the only means by which newspaper ideals can be conserved and the press made to take and hold the position of power, service and honor that thereto belongs.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

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CHICAGO, JULY 1912

Proper account keeping, so as to show actual cost of work, has received and is receiving very wide attention. Investigation has fully demonstrated that, with the experience of a century back of them, the present printers have been very careless as to exact cost of work and as to the proper additions to be made for reasonable profits on stock purchased and furnished that should show a merchant's profit just as surely as though printers were engaged in a strictly merchandizing business. A great deal of light is given on these subjects in the addresses and papers published in this issue of the National Printer-Journalist. No one should sit smugly down and say that he knows that he is making satisfactory profits and is satisfied.

It is impossible to know without full data as to cost of stock with reasonable added charges, as to every step taken in production and as to the proper portion of charge for overhead expenses to be added to each job or piece of work. Blanks are now easily obtainable for keeping full records, but it pays to have these introduced in every office and their uses explained and the processes of installing and using the same directed by experts until correct results are reached and proven. Yet there is nothing hard or mysterious about the systems of accurate cost finding, only, the uninitiated are liable to take more time than is necessary, to make omissions, to become perplexed and to fail in that care and perseverance required until the system is in full, perfect, harmonious working, when it will nearly run itself.

There is no difficulty involved, only that of getting out of the old loose and careless methods and into conducting the business systematically. There is a direct profit in the system but there is more than this. To know actual cost and the proper charges to make for merchandizing and manufacturing profits gives courage to ask what is right enables the printer to be honest with himself and his customers, charging each what is right and no making up what is lost on an undercharge to one by overcharge to another, and saving from loss in any and every transaction.

It enables the printer to demonstrate to customers that charges are just, and all honest people are willing to pay what is right—cost with reasonable profits added. Study the articles published this month on this subject, and self-deception will be removed from your mind and the result will be great business gain besides, bringing a clear view of your business and real satisfaction. Proper prices can not be fixed by tradition or long standing.

Newspaper makers should carefully study the addresses printed this month, on "Why I Put in the Cost System" by S. E. Boys of Plymouth, Indiana "The Cost System in Newspaper Print Shops" by A. B. Jordan of Dillon, S. C.; "Newspaper Honesty and Ethics" by Thomas Rees, Springfield, Ill. "Efficiency, or How to Improve Our Business" by A. M. Glossbrenner, Indianapolis, Ind.; "Ethics of a Newspaper Man" by James Schermerhorn Detroit, Mich.; "Ideals and Standards of the Successful Weekly" by W. L. Nelson, Bunceton, Mo. "The City Beautiful" by Walter D. Moody, Chicago, Ill., and "Cost in a Newspaper Office" by Jens K. Grondahl, Red Wing, Minn.

There is much, in all these articles, of great value to all departments of printing and to all business and professions, for that matter, but a very great deal that is of very highest and most direct value to newspaper makers. There is enough of practical truths and principles in the symposium, if studied, understood and applied, to make any man of brains, application and industry who possesses the essentials of human feeling, sympathy and understanding, a successful newspaper man and to lift any newspaper maker out of the sloughs of ignorance, lack of business methods, to the highest planes of prosperity, influence and power.

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THE NATIONAL PRESS ASSOCIATION

The twenty-seventh annual convention of this association—which was organized at New Orleans in 1885 and has met at leading cities in all parts of the United States—was not as largely attended as have been many others, but never has been surpassed, when the high quality of papers read, the splendid entertainments tendered by the citizens of Chicago, the instructive exhibits made by manufacturers and supply men, and the enchanting excursion to South Dakota, that followed the meeting, are taken into consideration. Many of the addresses are given this month.

It was found impossible, in the time that remained, to give anything like an adequate account of the proceedings and the instructive incidents of

travel, this month with portraits and illustrations. For the first time in twenty-four years, it is necessary to continue the convention to a second month. The matter is of a kind that will not get stale by waiting. If the readers will study and digest, consider and apply all the practical wisdom of the addresses contained in this issue they will be entitled to the recreation coming from the accounts of entertainments and travel.

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The Exhibits at the National Press Convention

Teaching by Object Lessons and Illustrations

The exhibitors at the convention of the press convention deserve great credit and the exhibits made received deserved attention. Their drawing power was so great at times as to interfere with the proceedings. Men had rather see and be shown than to listen. There should be regular hours named hereafter for examining exhibits so as to do full justice to the exhibitors and at the same time to the people who have gone to the trouble to prepare stated addresses.

This journal did all possible to promote these educative exhibits and was pleased with the showings made and the intelligent attention that was given to them. The exhibitors went to large expense and were rightly afforded every possible facility as to space and power, for full demonstrations.

Object-teaching has won a very popular place in all instruction of youth and adults. Everybody likes to be shown. When the eye and ear can be engaged at the same time, the interest seems to be doubled. This was illustrated by the close attention given to the excellent address by Walter D. Moody on "The City Beautiful." The stereopticon views of "Chicago Beautiful" afforded much pleasure besides fixing the attention and making clear all the possibilities and all the suggestions. By the way, this address on the "City Beautiful" deserves careful reading by every editor of the United States.

It is already proposed to have the talks to be given at the next convention of the National Press Association on correct job composition, on the proper making up of newspapers, or newspaper criticism, and on cost-finding systems, fully illustrated by stereopticon views and wall cards of blanks used in the different steps of production of printing to secure complete and accurate results. If possible it will be arranged to have different devices and machines placed before the members in full session and explained by lectures as to principles, workings and advantages, questions being answered and explanations made. This will save much time as it will take no more time to demonstrate before hundreds than before two or three at a time. All will be informed in an hour, while days are required in the explanation of the same things to a hundred different groups.

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Printing and newspaper making go hand in hand for the information of the people and the promotion of production and merchandizing. The doing of these things is the work which deserves, and brings reward. A man buys a watch or a machine because it is perfect in all its parts and performs the useful services for which it was invented and manufactured. The more perfect, the more pleasing and the more effective the greater the satisfaction. No part can be slighted in construction or appearance if ready and abundant sales at profitable prices are to be realized.

Some newspaper men argue that they pay little or no attention to appearances, yet succeed. Giving the desired news or information and the making of the advertising effective, are the main things and must not be neglected, but if attractiveness secures more subscribers and more thorough attention and reading, these are essentials. It is no argument to say that success was secured when appearance or convenience or any other one thing was neglected. With everything perfect would not greater success have been won? Little things make up the acceptable whole and any and every defect mars and detracts from the full success possible.

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The Departments of the N. P. A.

The plan of dividing the program of the National Press Association into different groups or departments, with separate meetings, did not work out just as planned but as affording a most complete, entertaining program in which all were usefully instructed and greatly benefited, it proved a signal success. When we commenced publishing this paper, it was the intent to confine it strictly to the editing and publishing sides of the calling, but it was soon found that the professional, the merchandizing and manufacturing departments of the all-embracing vocation of newspaper making and printing were so closely related that it was neccessary, in order to meet the demands, to cover all fields and show the interdependence and relation of each to the other.

The result was that "The National Editorial Journalist" soon became "The National Printer-Journalist" through the purchase of publications devoted to the business and mechanical departments and their incorporation with the original paper. The same conditions exist among the members of the National Press Association as among the subscribers of the National Printer-Journalist and it is doubtful whether the plan of separate sessions, at the conventions, of the different departments, can ever be successfully inaugurated. However, it does not follow that plans of having perfectly organized and effectively maintained separate departments, should be discontinued. All members may be directly and profitably interested in all departments, but some are better informed on one department of work than on the others. Different sessions can be held for different departments, but the experiment proved too valuable this year, to be abandoned.

The chairmen of the different departments, this year: Walter Williams, Department of Journalistic Education; John Clyde Oswald, Department of Printer-Publisher and Cost System; F. P. Hall, Department of Daily Newspapers, and Ovid Bell, Department of Weekly Newspapers, all won highest praise for their work and received a unanimous vote of thanks by the convention.

The presiding by each of these gentlemen, at different sessions, added variety, and each acquitted himself in a manner to add interest and elicit praise.

Newspaper Advertising

The Altavista Journal is a paper of lofty views, published at Altavista, Va., and its circulation has reached an altitude appropriate to the name of the town and the paper. The journal is an excellent, bright local paper published in a town of 550 population and claims fourteen thousand weekly readers. The paper is local to the adjoining counties, as shown by the results of a recent voting contest, and the news items contained in its pages.

The Journal is distinguished for the great number of short local and neighborhood news items. A voting contest, with an automobile, furniture suite and watches, aggregating $735 as grand prizes, and $40 in cash prizes, recently held, added 1,136 subscribers and secured 320 renewals. The cost of this contest is not given. In addition to the prizes, a ten per cent commission was paid to all non-prize winners on subscriptions and renewals.

It is not intended to remark here on the profitableness or unprofitableness of contests, further than to say that it is difficult to give any positive opinion with regard thereto. The ability to retain new subscribers, secured through a contest, is a factor that should never be overlooked. The contest is often a very effective method for advertising a paper and if considered and treated only as advertising and kept within the reasonable limits of proper advertising expenditures, there seem to be solid reasons for conducting an occasional contest, provided all ill feelings or dissatisfaction can be avoided. The character of the people or the field must be taken into account. What will work in one community will prove unprofitable in another.

The Journal in speaking of this contest—and here is where the most valuable and instructive points appear—says:

The Journal, as a newspaper and a promoter of publicity, believes in advertising. It is a purveyor of advertising. In this day and age, any man that fails to realize that "a drop of ink makes millions think," will not be in business long. If advertising makes a great business great, it will make a small business greater.

The world moves on and in this age af progress he who stands still is lost in the swift movement of events.

Advertising is considered the life-blood stimulator of mercantile progress, of town building, of political and economic progress.

The Journal contest has been a bit of spectacular advertising. The Journal has been spending hundreds of dollars in advertising itself. It has been practicing what it preaches.

But a peculiar anomaly in newspaper upbuilding is that, like no other business, every time the newspaper elevates its circulation by even so much as one new reader, it increases its value to every advertiser spending a cent for advertising space. Thus, the contest, in building up The Journal circulation has been building up every merchant's business that uses these columns. Incidentally it has been building up the town and surrounding country interests that it serves. A newspaper can't stand still and succeed—it moves forward, or stagnates, and stagnation is death.

The Journal has by far the largest circulation of any country weekly paper in the state. Though published in Campbell county, we feel safe in saying that this paper has more readers in Pittsylvania county than both the Chatham papers combined. The Journal has more readers in southern Bedford county than both that county's papers combined; has double the readers in Campbell than that of its only competitor, and more readers in northern Halifax county than that of all three of that county's papers.

This statement is not made as a "slam" on our esteemed contemporaries, but as a pointer to advertisers who are not acquainted with the Journal as an advertising medium.

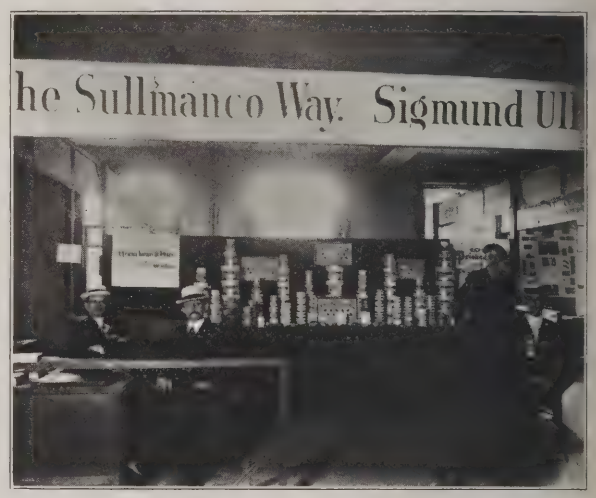
The Books Are Open

Furthermore, this contest just closed Wednesday, has moved The Journal into the forefront rank of Virginia weeklies in point of circulation—making it a state-wide factor. Of the 150 weekly papers in this state, The Journal, while the youngest, like Altavista, the youngest town, has sprung into the limelight of publicity through wonderful growth, now spreading as Virginia's most rapidly growing paper, and a leader in the strictly weekly field.

Even at the 25 per cent advance in advertising rates, The Journal is worth more per inch to its advertising patrons, for it reaches double any single competitor in its field, and more than its combined competitors. Unlike its competitors, its books are open, and we solicit the strictest investigation of present and future advertisers as to our mailing weights, paper invoices, and press runs. You can't flim-flam on a "show-down" of postage mailing weights. And we are open to inspection.

Newspaper Space vs. Circulars

Handbills and circular letters are the mediums the average newspaper has to combat. To send out a circular letter to the number of people at one cent postage each, that the Journal reaches this issue, would cost for one mailing $30. That would run a four or five inch ad fifty-two times in The Journal and reach the same people every week for a year. In other words, what it costs to reach the people one time by circulars, would bring the same message each week for a whole year in The Journal columns, and the paper's ads are read in sorting out the news, by subscribers, while the circulars by actual demonstration are read only in about ten cases out of one hundred, and 3,000 circular letters would not net over 300 of them thoroughly read.



One of the Model Exhibits at Convention of Ben Franklin Club of America, Cleveland, Ohio, June 20-22, 1912

We invite any comparison in any way any prospective or present advertiser wishes.

What makes The Journal the ideal advertisers' medium is the fact that the local paper covers the local field like the dew. Furthermore, the majority of our readers belong to what is termed "the spending class," people who, when they read of something they want, go out and buy it.

"Advertise, and the World is with you,
Don't, and you are alone;
For the U. S. A. will never pay
A cent to the Great Unknown."

All these facts are just as important to the publisher of a daily as to the publisher of a weekly; equally valuable to a newspaper maker or to an advertiser in a large city or metropolis as to either in the smaller city.

Newspaper people neglect, in practice, much that they enforce on others as to the value of advertising.

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A SUCCESS FROM THE EXHIBITOR'S STANDPOINT

Chicago, July 5, 1912.

Mr. B. B. Herbert, care National Printer Journalist, Chicago, Ill.

Dear Sir:—We displayed at National Press Association convention, three of our line of Potter proof presses, one of which, No. 2 special, was shown for the first time. We also had our representative taking three-color process register plates on the Potter proof press in the presence of delegates to the convention.

There was much interest in our machines and we feel that from the exhibitor's standpoint the convention was a success.

With kindest regards, we remain

Very truly yours,
A. F. WANNER & COMPANY,
H. W. HACKER, Treasurer.

Pertinent, Profitable, Practical Points for Progressive Printers in Addresses Before the First Annual Convention of the Ben Franklin Club of America at Cleveland, Ohio, June 20-22, 1912

Values of Printing Plants

By J. M. Thomssen, Cincinnati

In discussing the topic, "Values of Printing Plants," some things may be said that do not altogether agree with the views of the cost experts—as this topic is being treated by one who does not lay claim to be deserving of any such title. And yet I say, "All honor to the cost experts," for they have been a God-send to the printers of this country. My modesty, however, must not make me appear to you as a novice along the lines of costs, and especially along the lines of values of printing plants. For a period of seven years I was one of two of the examiners of inventories of the Methodist Book Concern and its depositories, and in that capacity passed on the inventories of not only the manufacturing plants, but also on all other inventories of books, merchandise, etc., owned by that house. This paper will largely treat of the methods in use by that publishing house, and perhaps I have contributed my mite in perfecting the system now used by them.

Last October, at the cost congress held in Columbus, it was quite apparent that many of the smaller printers had no inventory, and had no idea of the value of their plants. To install a cost system in any plant, one must know the value of the plant. From this is figured depreciation, interest on investment, and other items entering into a cost system.

Permit me to treat the various values of a printing plant in the following order:

1. Inventory Value.
2. Reproductive Value and Depreciative Value.
3. Taxable Value.

At the first national cost congress held in Chicago nearly three years ago, the recommendation was made as a guidance to the printers of this country that machinery depreciate ten per cent annually off the original cost, and that type depreciate twenty-five per cent annually. In taking an inventory, one should not guess at the value or the items making up the inventory. Every press or machine in the house must be mentioned, the year when purchased indicated, the cost of the machine noted, and from the cost of the machine and the length of time it has been in use the inventory value of the machine fixed. According to the recommendation of the first cost congress, a press originally costing $3,000 having been in the house five years, would have an inventory value of $1,500. A font of type costing $5, having been in use two years, would have an inventory value of $2.50. The inventory of every item of value in the entire plant must be made up on this basis. If the plant is an old one, and it is a difficult matter to ascertain the number of fonts of job type in the house, the cases can be weighed and the inventory made up on the basis of the weight of the type. In our plant we do not depreciate any more after the value has been reduced to 10 per cent of the original cost. This we consider the "old metal value." This has proven a safe minimum valuation to place on either machinery or type. Presses originally costing $3,000, when sold to make room for newer and larger machines, as a rule have brought above $500 when disposed of. Type metal should be worth 8 cents a pound. Type foundries will give you that much in trade for old type. In making up our inventory, the cost of installation has not been made a part of the cost of the machine. Our rules for depreciation are slightly different from those of the cost congress. Our machinery does not depreciate in the first business year; our type does. Our reason for not depreciating the machinery is, that the depreciation that should have taken place takes care of the cost of installation. We have all had the experience that at times it is very expensive to start a new machine in a plant.

The inventories should be arranged by departments, so as to be able to show by comparison of the department the amounts to be charged off for depreciation. To ascertain the depreciation for a year, deduct the purchases of new machinery or amounts added to the inventory during the previous year from the last inventory, and the difference between the result and the inventory of the previous year will be the sum to be charged off for depreciation. While taking the inventory by departments, I would further recommend that a chart of the entire plant be drawn to scale, so as to be able to determine the amount of rent to be charged to the several departments in the plants. In our plant at Cincinnati we have the composing room subdivided as follows: Hand composition, English linotype, German linotype, monotype keyboard, monotype caster and job pressroom. The electrotype foundry is carried as one department. The pressroom is divided into web pressroom and flatbed pressroom. The bindery is divided into four classes: Class A, men employed both at machines and hand work; Class B, the folding machines; Class C, girls operating machines; Class D, girls doing hand work. We keep a factory account book in which we keep an account with each of the several departments, charging them with all expenses incurred and crediting each department with its proportion of every sale made. By this method we are able to tell at the end of every fiscal year the profits or losses in each department in the manufacturing plant. This was done years before we had a cost system in our factory. While digressing a little, perhaps I can digress some more and state that at the end of every month the manufacturing department reports to the chief accountant the total cost of all work done during the month according to our cost system and also the total sales for the month. This is done to enable our chief accountant to make at the end of the year a comparison between the profits according to the cost system and the profits as shown on the ledger. In other words, this will prove whether or not the cost system is correct.

Other developments followed after making up our inventories on the foregoing plans. We have in our plant a press—and what is said of this press will apply proportionately to other machinery in the plant—costing originally $12,000. The inventory value of that press is $1,200. Barring some wear and tear, the press is practically as good today as when it was purchased. Some improvements have been added that make it an up-to-date machine. The question was raised, what in case of fire, and the fire be a disastrous one, would the house get from the insurance company? The plant was insured on its inventory value, and in case of total loss, the house would receive only 80 per cent of $1,200 for the special machine referred to. That brought up the question, what is this press actually worth to us now? The answer was about $8,000. It was then decided to have an appraisal made of the entire plant—of all the furniture and fixtures, etc., including shelving, counters, show cases, etc., in the store; desks, safes, typewriters, adding machines, etc., in the counting room—in fact, everything of value in the house, both in the manufacturing plant and in the sales department. This we term

II. The Reproductive Value and the Depreciative Value

The most satisfactory way of ascertaining the depreciative value of a plant is to have an appraisal made by some appraisal company. In case of losses by fire, while the adjusters will not at all times accept the values fixed by the appraisal company, the insurance companies will never question the items in the appraisal made by these companies. It may not be either convenient or advisable to have an appraisal made by one of these companies, and so it becomes necessary to proceed without them. In the first place, a careful survey must be made of the entire plant, a diagram prepared drawn to scale, and every machine, stand, stone, rack, etc., located on the diagram. On the appraisal sheets every item is numbered, to show its location on the diagram. In every plant there are many home-made tables, racks, shelves, etc., that are not considered of much value, and are therefore not taken into the inventory. In case of a fire, however, these would have to be replaced, and all of these items must appear in the appraisement. In fixing the inventory value of our machinery, we usually consider only the cost of the machine and the motor that drives the machine, for-

getting to make any mention of the expense of the electric wiring necessary to equip the machines with electric power. In making the appraisal a value must be fixed on the wiring of every machine in the establishment, and it will surprise you how this runs into money. If examined into carefully, you will find that it costs from $25 to $75 each for the wiring of every machine driven by electric power, and if you are still using the belt drive, the cost of putting up the countershafts, lining up the machine, etc., will not be much less. Every pressman has somewhere near his press furniture, small chases, etc., for locking up forms on his press. This furniture will have no market value; but it would take money to replace it if destroyed, and therefore must be made a part of the appraised value of the plant. There is no difficulty in keeping values high enough for insurance purposes in plants that have just been established; but it is a different matter to know just how to treat an old established plant, where all machinery has been depreciated annually. May I again refer to press costing originally $12,000 and carried in the inventory at $1,200. When the appraisal was made of the plant, this machine was appraised at $7,500.

The ideal way of taking care of the depreciation of a plant is to take the money charged off for depreciation and deposit it in some savings bank—thus creating a fund that can be used to replace worn-out machinery and material. A friend of mine is following this course. He once told me that in thirteen years' time he would have enough money in bank to equal the original cost of his entire plant, and he could then renew the whole plant if necessary. Unfortunately most printers are not situated as he. Money is worth considerably more than 3½ or 4 per cent to them. Up to three years ago, the difference in the inventories took care of the depreciation in our plant. When an appraisal of the entire plant was made, we found that our appraisal was more than 90 per cent higher than our inventory, and it was necessary for the chief accountant to take care of this difference in some way. On the ledger the old inventory value of the plant has disappeared entirely. The values now carried on the ledger are the appraised values. The difference between the appraised value and the inventory value of the plant is taken care of by the bookkeeper in a new account called "Reserve for Depreciation." In this account the plant is credited with the difference between the two values referred to above. If at any time any machinery is disposed of, it must be charged in this account at the difference between the appraised value and the inventory value. It is perhaps advisable to have an appraisement made, say, every four years. To close up this account all that is needed is a journal entry charging the plant with the amount to its credit in the "Reserve for Depreciation" account, and your ledger after proper entries have been made will again show the actual inventory value. In making this appraisement the greatest difficulties will be met in fixing the values on the little accessories in the plant, and especially will you find this to be the case with type. When the appraisal of the type was made, we asked the foreman to divide the type into three classes—good, fair, poor. This same rule was applied to the patent blocks in the pressroom, and to many other items in the plant. We then adopted the uniform rule of discounting the items marked good 25 per cent, those marked fair 50 per cent, and those marked poor 75 per cent.

This appraisement shows first by a figure corresponding with a figure on the diagram or plat the location of the machine; then follows a description of the machine, giving name and size; the size of the motor driving the machine; then give the cost or reproductive value of the machine and motor, the cost of electric wiring, and any other expenses incurred in installing the machine; mention the year when the machine was purchased. Get the total reproductive value of everything pertaining to the machine, and from this total take an indicated percentage of, say, from 10 per cent to 50 per cent, according to the condition of the machine under consideration, and the result will be the depreciative value of the machine. Every item in the appraisement must show its location in the plant, a full description, the year when purchased the original cost or reproductive value, the depreciative value, and the percentage of reduction made from the reproductive value. It takes more time to make a careful appraisement than to take an inventory; but it is certainly worth the time, as it is the only way in which you can secure proper protection against losses by fire.

III. The Taxable Value

The taxable value of a printing plant has been a matter of concern to many printers. Few manufacturing plants depreciate as rapidly as the printing plants. Type laid in the cases costing from 30 cents to 60 cents a pound, after having been used a few times, can not be sold for anything else but old metal, or say 8 cents a pound. Type depreciates more rapidly than any other material used. In Ohio we are expected to list our plants for taxation at their actual value. No doubt other states have similar laws. City Solicitor Albert Bettman was invited to explain the laws of Ohio as regarding taxation to the Ben Franklin Club of Cincinnati some time ago. He is exceptionally well qualified to speak on the subject of taxation. As assistant county solicitor he had been the legal adviser of the county commissioners and the board of review. Mr. Bettman classified the various properties to be listed for taxation as follows:

1. Real Estate.—The value of real estate in Ohio is fixed by the appraisal board specially appointed for that purpose, and as a rule the value of real estate is entered at its full value, and many of us would be glad to dispose of some of our holdings at the values fixed by that board.

2. Personal Property.—This should be listed by the owner at its full value. It was the hope of the advocates of a low tax rate that this would bring from the strong boxes many securities that have never been listed for taxation; but so far their hopes have not been realized. People seem to avoid paying taxes if they possibly can. Some method should be devised by which double taxation can be avoided, and when this is done, people will be more ready to pay the taxes justly due the state.

3. Cash on Hand.—On a certain day in April the cash on hand is less than at any other time of the year. As a rule printers do not carry large cash balances; but once a year it nearly all disappears, and even the tax inquisitor can't find it. Cash on hand must be listed for taxation at its full value. If you are so unfortunate as not to have a large amount on hand, you can be thankful for once, for the law will not require you to pay taxes on cash you do not possess.

4. Accounts.—The accounts and bills receivable should be listed for taxation at a fair value. From the bills receivable can be deducted the bills payable; but the printer can not deduct from bills receivable any moneys due on notes outstanding.

5. Type.—This seemed to be a puzzler for the solicitor. The law requires that all properties shall be listed at a fair value. This raised the question, What is a fair value of type? The consensus of opinion seemed to be that type should be listed for taxation at not more than 25 per cent of the original cost and some went to the extreme of stating that it should be listed as old metal only. The law says "at a fair value," and it is up to you to determine what is a fair value of the type in your plant. Either way, the taxes on type even in a large plant will not amount to a great deal.

6. Presses and Machinery.—This should be listed by the owner at its real value. I have been asked several times to help appraise a printing plant. One of the first questions that is asked has always been, "Shall the plant be appraised as a running concern, or shall it be appraised as a plant to be dismantled?" The answer to this question will change the value of the plant. But in appraising a plant for taxation perhaps neither of the above are correct. The taxable value does not include the good will, for something may happen that will cause you to lose that; neither is it the value of the plant at what it would bring at a forced sale. The taxable value of a plant is the happy medium between the two—a value that could be realized from a plant should a man be disposed to sell the same with a view of going out of business, and not have any creditors that are pressing him for money.

7. Raw Material.—Should be listed for taxation on the basis of the average raw material on hand.

8. Finished Work.—Must also be listed for taxation. It is an asset on which the printer expects to realize. As long as it does not appear on the books as an account receivable it must appear under the head of "Finished Work."

In years past the printers have had little or no standing in the business community. Many of us have installed cost systems in our plants. This very gathering proves the interest taken in modern methods by the printers of today. Let us be men among our fellows, and make a

ady not only of our costs of production, but also be ady to introduce into our plants anything new that may a benefit to us. Let us be up and doing.

The Inventory

o.	Cost.	Inventory Value.
Two-revolution cylinder press, 45x63, 1907	$2,844.25	
One 7½-horsepower motor, 1907	289.00	
Guard for protection	11.00	$1,886.55
Two-revolution press, 45x63, 1907.	2,844.25	
One 7½-horsepower motor, 1907	289.00	
Guard for protection	11.00	1,886.55
Two-revolution press, 45x63, 1907.	2,844.25	
One 7½-horsepower motor, 1907	289.00	
Guard for protection	11.00	1,886.65
3. Hoe stop cylinder press No. 7, 35x55, 1885	3,710.00	
One 3½-horsepower motor, 1899	272.72	
One McKinley roller, 1910	47.50	441.02

The Appraisement

o.	Reproductive Value	Insurance or Depreciative Value	Reduction
5. Two-revolution cylinder press, 45x63, 1907	$2,844.25		
One 7½-horsepower motor, 1907	289.00		
Guard for protection	11.00		
Installation of motor	35.00	$3,179.25	$2,702.36 15%
6. Two-revolution press, 45x63, 1907	2,844.25		
One 7½-horsepower motor, 1907	289.00		
Guard for protection	11.00		
Installation of motor	35.00	3,179.25	2,702.36 15%
7. Two-revolution press, 45x63. 1907	2,844.25		
One 7½-horsepower, motor, 1907	289.00		
Guard for protection	11.00		
Installation of motor	35.00	3,179.25	2,702.36 15%
3. Hoe stop cylinder press No. 7, 35x55, 1885	3,710.00		
One 3½-horsepower motor, 1899	289.00		
One McKinley roller	47.50		
Installation of motor	30.00	4,160.22	2,030.11 50%

+ + +

Cost in a Newspaper Office

By Jens K. Grondahl, Editor Daily Republican, Red Wing, Minn.

A Logical Error

When Secretary Allen of the Ben Franklin Club of America wired me for the subject of the talk I had been equested to give at the annual convention, I acted on a revious suggestion of President Hartman and answered hat my subject would be "Cost in a Newspaper Office." Notwithstanding the acknowledged legibility of my penmanship the telegraph operator who transcribed my message balked at the idea which I tried to convey. Probbly he was so impressed with the absurdity of the propoition that he thought it necessary to correct or improve he subject and he sent it on, reading "Cash in a Newsaper Office," in which form it appeared on the tentative rogram. The error, however, was not without logic. n the first place, cash in many newspaper offices has been lmost as scarce as a cost system; and, secondly, cost and ash are twin brothers in every up-to-date newspaper ffice as well as job printing office, or other manufacturng or commercial establishment. Hence, it matters little whether the subject of this talk appears in one form or nother.

The Dawn of the Publisher

The Ben Franklin movement was well under way and ad opened the eyes of a great many job printers to their wn needs and opportunities, educating them for their wn business and providing a cost system which was a ecessary guide to their business, when the newspaper ublisher, particularly in the smaller cities and towns, yawned in his sleep, sat up on the straw mattress that hung over the sharp slats in his bed, rubbed his weary eyes, now with one hand and then with the other, and peering through the darkness towards the East thought he saw the approach of dawn. Then he experienced the same sensation as his companion-in-despondency—the job printer without a cost system—who got a glimpse of the progress of his more enterprising brother. The awakening will ultimately do for the publisher what it has done for the printer because their cases are parallel and by one and the same token do they rise and fall in self-respect, in the estimate of their banker and in the appreciation of the community.

Details of Cost System Not Object of This Paper

It is not the object of this paper to enter into a discussion of the details of a cost system suitable for a newspaper office. Any one of the various cost systems in vogue will answer the requirements and the one adopted generally by Ben Franklin members for a job printing office will, with possibly slight modifications to suit individual needs, answer the purpose of any newspaper. Let each issue of the newspaper be handled as a job of commercial printing, based on the cost of labor and overhead expenses, not forgetting donations to the church fairs and what the editor would have to pay a regularly hired employe for the work he does himself, when he burns the midnight oil. Then, when he has learned accurately what the finished paper is worth as a commercial article, he is in position to know what he must get out of that paper, in receipts from subscriptions and advertising, to pay the costs and yield him a fair profit.

Jens K. Grondahl, Daily Republican, Red Wing, Minn.

In Case of Loss, What Is He to Do?

If the publisher finds that he is not making a profit, or, perhaps, that he is losing money, how is he going to remedy the difficulty? The subscription price of his paper may have been the same so long that it would seem suicidal from a business standpoint to increase it. Moreover, competing papers in the same or adjacent communities are being sold at the same price, and be the increase ever so small, it might cut down his circulation

very materially. By concerted action the newspapers in a community have found no difficulty in raising the price to what it should be. In some communities one paper has succeeded in doing it independently, but it cannot be gainsaid that it is a serious matter for an individual publisher to raise the price of his paper above that of his competitor even though his paper may be much more valuable to the reader. In dealing with this question each newspaper publisher must decide for himself, as no one else can understand the local conditions as fully as he does. At the same time, he is to be warned against that timidity which has been the nightmare of the printing trade generally—the fear of asking for that to which he is justly entitled by the law of commerce and the law of reason as well. The first and most important step in solving the problems for the man who first sees the light to induce his competitor to see it also and by the process of education all should eventually see, understand and avail themselves of what is so important to their own progress and prosperity.

The subscription price, however, is not by any means the most vital matter in a newspaper office, and if a cost system shows that returns must be larger, the attention should not be too firmly fixed on what subscribers pay by the week or month or year. While money received from circulation should be counted and made to increase as much as possible it is, after all, the advertising which must make a financial success of a newspaper. For the sake of argument, then, let us assume for the time being, that it is not practicable to raise the subscription price. In what way must one meet the situation? What should be charged for advertising and in what way and to what extent should the money received from circulation be applied to the general proposition?

A General Answer Given

After the paper has been figured as a job of printing, charge against it every conceivable item entering into an edition of the paper, and you obtain the net cost. Dividing the total cost of the edition by the total number of inches in the paper would, of course, give the cost per inch. To the total cost of the edition add a fair profit, say 25 per cent, and the same gives what that edition of the paper should bring. Dividing this amount by the number of inches of space which the paper contains—reading matter, advertising and all—will give the commercial value or sales-price of an inch of space on your paper. Take the amount which you receive for subscriptions for the edition of the paper on which you are figuring and find how many inches of the paper at this price you can buy with the subscription money. Subtract the number of inches that you can thus buy and the number of inches remaining—reading matter as well as advertising—must be paid for by the advertising. Now, since the subscription money will not, in all probability, pay for the space occupied by reading matter, how is the advertising to be made to pay for all the space which remains unpaid by the circulation receipts?

A Practical Way Suggested

Measure up the amount of advertising there is in the paper and figure it at the price per inch already determined. Add to this amount, at the stipulated price per inch, the space included in the news and editorial columns which has not already been taken care of by the circulation receipts, and you will have the total amount of the burden which must fall upon the advertising which is carried. Dividing this total by the number of inches of advertising which actually is in your paper and you will obtain the price per inch at which you must sell that advertising in order to make a profit of, say, 25 per cent, which was added to the cost of the paper when it was produced as a piece of job printing. Of course, it should be remembered, that each succeeding edition of the paper should be figured on a uniform basis in order to arrive at an average for a month, for three months, for six months, for nine months, and finally for a year, which should determine the correct value of the advertising space. Some editions of the paper may be wholly different from other editions with regard to size, space given to reading matter and the amount of advertising carried, and it is the averages which must prevail in determining what to charge, because it would be impractical if not impossible to base the price of advertising on fluctuating editions due to seasonal and other circumstances. However, in case of a special edition, issued for a specific purpose and carrying a large amount of advertising, no allowance should be made on that edition on account o money received from circulation and an additional libera profit should be added, because of extra cost of workin under abnormal, crowded conditions, the extra cost o handling, delivering and mailing and various incidenta and unexpected expenses which will make themselve felt at such times.

Eye-Opener for Newspaper Publishers

The newspaper publisher who has not had a cos system in his office will experience a rude awakenin when he gets out his first edition produced under a cos system. That cost system, among other things, wil show him what his composition costs by the hour or b the thousand, and he will be astonished in many instance to discover that he is not getting as much for his adver tising space per inch as it costs him per inch to set th advertising. Various other things he will discover, amon them that there is waste in handling paper, that mor sheets are destroyed by the press and folder than is gen erally warranted; that the exchanges and free copies hel to increase the cost of the material, the presswork, th mailing and the postage, and that there are a hundre leaks throughout the business which can be stopped b persistent effort after a cost system has revealed them t the eyes of the captain of the gradually sinking ship.

How to Get What Space Is Worth

Let the frightened publisher who finds himself wit space on his hands at a higher price than he thinks h can get and with leaks in his business which threaten t carry it down, first realize that the cost per inch whic stares him in the face like grinning skull and crossbones can be given a less grim appearance and be materiall reduced by stopping the leaks which his cost system wil show him. It will also be encouraging to realize tha when most leaks are stopped the ship won't go down s fast. It is easier to keep the business going while it i adjusted to the demands made plain by the cost system but even when there are no more apparent leaks the pub lisher will be convinced, nine times out of ten, that he i not obtaining for his space the price which will yiel him a just profit. Then how is he going to get for hi space what he must have, as revealed to him? There are three answers to this question: Backbone! with an exclamation point after it; Backbone!! with two exclama tion points after it; Backbone!!!! with a whole font o exclamation points after it. The newspaper publisher generally speaking, has not known what his space was worth and has not had stamina to get what it was worth if by some mischance he did know what it was worth.

Should Appeal to His Own Self-Respect

After realizing that his condition is desperate, the newspaper publisher and editor should appeal to his own sense of self-preservation and his own self-respect. He should realize, and make his patrons realize, that he is an important factor in the community; that without him the progress and development of the individual business and other institutions as well as the community itself would be seriously handicapped if not altogether impossible. He has given columns unnumbered to every charitable, educational, industrial, religious and humane enterprise of his home town and neighborhood. He has driven the peddler who sells kitchen ranges from a wagon, out of the neighborhood by warning his readers against the fake, at the request of the hardware merchant who never spends a sou for advertising, or who pays one-third or one-quarter of what space is really worth under the impression that he is making a donation to charity to help the paper along. Volumes could be written on the patriotism, the self-sacrifice, the unpaid and unappreciated labors which the newspaper man has performed for his fellow men, while the appreciation expressed and the cash derived therefrom would, in many instances, rattle around, because of too ample accommodations, in the editor's vest pocket. However, the publisher in a slowly moving community, a community which may have gotten into the same rut as the newspaper, and possibly because of the newspaper, cannot afford to publish himself in one fell swoop as a newly discovered business expert or benefactor of mankind, but, on the contrary, must modestly assert himself by progressive and tactful business methods and above all by giving the community the best there is in him through the columns of his paper.

The Business Man Will Understand

When the publisher has fortified himself with a cost system and can demonstrate to the advertiser that his space costs him so much, the advertiser, as a business man, will understand it. He may rebel at increased advertising rates and in extreme cases he may discontinue his patronage for a time, if increased rates be put in force, but by constant effort and tactful persistence the business community will fall in line gradually with a proposition which, viewed from every standpoint, is admitted to be fair. It may take months and it is likely to take years to lift the newspaper business completely out of the "Slough of Despond" to the level of other profitable lines of business, but improvement can be made from the time a cost system is installed; and when the rising sun is constantly before our eyes and its progress is noted things assume a brighter aspect, for we know it will eventually be high noon.

A cost system in a newspaper office will emphasize that there is much space given away for charitable and benevolent and other purposes, to raise money for this and that project, and which space should be paid for at a moderate price out of the funds obtained. In a matter of this kind its promoters go to the merchant and are glad to get a discount of 5 or 10 per cent of the value of the goods as a contribution. When they go to the newspaper they want everything for nothing, and think they do a great favor by handing into the office something "that will help to fill the paper." And right here is another little fallacy in the public mind which the editor should puncture. People think that a newspaper is in dire straits to get enough stuff to fill its columns, while every publisher knows that the great difficulty is to find space for all that he wants to get into the paper.

The Question of Foreign Advertising

For more than a generation the advertising agency and the foreign advertiser have been the bane of the newspaper publisher, large and small. Marked improvements have been noted during the past decade because the newspapers have joined in associations to combat their unbusinesslike influences, and also because the tone of the advertising world and the men in it have risen, or been compelled to rise, to a higher plane of business ethics. It is now impossible for a newspaper which has the circulation, which has the quality and the influence which every well regulated newspaper should have in its community, to obtain from the foreign advertiser and agency the price which the space is worth, provided:

1. That he sticks to his card rate.
2. That he treats all alike.

Young men in the newspaper business still remember when the leading advertising agencies employed the most skillful letter writers that money could buy to rob the publisher of his space. A contract for space would be offered at a mere fraction of what the service was worth, and would be followed by letter after letter of great length and wonderful verbosity, presenting the proposition from every angle and usually resulting in victory for the attacking party. From a number of letters of this character written fifteen or twenty years ago, the following composite sample will illustrate correctly the situation at that time.

"Dear Mr. Publisher: The Blankety Blank Advertising Agency has just succeeded in landing a contract for space from one of the largest advertisers in the East, and inasmuch as said advertising will appear in a limited number of papers we have made up a list of the publications, which, because of our pleasant business relations with them in the past, we would like to favor with this business. Let it be understood at the beginning that there was great competition for this account, and all the leading advertising agencies in the country were bidding for it. Because of this fact, the account was taken at bedrock prices and we expect our friends among the newspaper fraternity to keep this in mind. The space to be occupied by the advertisement will be three columns wide and ten inches deep. It will run in each issue of your weekly edition for six months; position, upper left hand corner of local page, surrounded by unpaid reading matter. The ads will come in the form of plates, charges prepaid by us, so there will be no cost for composition. Moreover, the ads are artistically gotten up, will add materially to the good appearance of your paper and will serve as a filler when copy or advertising is slow. In return for this service for six months we will send you by express, carriage prepaid, the latest edition of our newspaper directory, giving full information, of much value to every publisher, regarding every newspaper and periodical published in the United States and the Dominion of Canada. Please sign inclosed order and forward to us without delay and we will forward directory at once without waiting for completion of contract. Also, we shall remember our friends with future contracts and favor the papers which favor us whenever new business comes our way. Yours for the good of the newspaper publishers, Blankety Blank Advertising Agency."

Happily, most newspapers have by this time gotten away from the shark and the tempter that assaulted them in this way. The letters from agencies and foreign advertisers twenty years ago would be a reproach to and would mean certain extinction of any similar concern today. While the sample of letter here given represents the bleeding process in the most extreme form, the contracts offered at one-half cent, one cent or two cents per inch were not much better, either in principle or in returns to the publisher. While improvement has been noted, the newspaper fraternity is not out of the woods and in many places the shadows are dark, deep and almost impenetrable. Let the newspaper owners systematize their business, put in a cost system, develop their self-respect, inspire themselves with confidence in themselves and learn to appreciate the value of their own stock in trade and they will take rank with other professional and business men. For why should not the newspaper editor and publisher who is one of the best informed, one of the most intelligent, and in many ways one of the best trained men in the community, working for the upbuilding and betterment of everything that is worthy, have his hire and the same opportunities to live as the doctor, the lawyer, the merchant and the banker? Let him join the Ben Franklin movement and adopt its practical suggestions and the answer to the foregoing question, not only in theory but in practical results, will be, "He should!"

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Trade Composition From the Manufacturer's Point of View

By L. A. Hornstein, Publicity Manager of the Mergenthaler Linotype Company

The business of trade composition on the linotype has proven so successful and is apparently in such capable hands, as evidenced by the number, size, and prosperity of the trade composition plants throughout the country, that I feel it would be presumption on my part even to suggest to you in what manner the business should be conducted. I am sure every one of you knows more about the operation of linotypes than I or anyone else not actively engaged in the business of running a plant.

That the men engaged in trade composition are good business men, and that the business is a profitable one, seems to be proven by the fact that existing trade plants are having a consistent and healthy growth. Almost invariably they have started from small beginners—even the largest of them. Failures have been extremely few—in fact, I cannot recall a single instance of a trade linotyper having to suspend. This certainly speaks volumes for the business acumen of any class of tradesmen. Of course, some have been more successful than others, yet taken as a whole the record up to date shows that all who have engaged in this branch of the art preservative have met with a reasonable measure of success.

The attitude of the Mergenthaler Linotype Company has always been friendly toward the trade linotyper—particularly toward the young operator or machinist embarking for the first time on the uncertain sea of a business career. Generally speaking, it has been the policy of the Mergenthaler Linotype Company to foster and encourage new ventures of this kind as far as consistent with safe and conservative business principles, and in this way it has furthered many deals whereby printers have been enabled to secure a fair start.

On the other hand, it has never been the policy of the company to assist in the establishment of new plants in fields already fully occupied. Neither will it jeopardize the good will of existing firms in the trade composition business by financing mushroom concerns with Mergenthaler Linotype Company capital and putting them in position to compete with firms already established and which are rendering satisfactory service to their customers. In other words, while linotypes are sold at a certain fixed price, and this price remains the same whether you buy one machine, or a dozen, or a hundred, and whether you pay all cash or spread the payments over a period of years, yet a new concern starting in business cannot secure one of our machines on the same easy terms of payment that would be extended to any of you gentlemen here present. Consequently, should any of you be threatened with competition, you may rest assured that your prospective competitor has ample capital to finance his proposition, and is not being started in business by the Mergenthaler Linotype Company.

Still it is not the purpose of the Mergenthaler Linotype Company to discourage legitimate enterprise, and after satisfactory evidence of financial stability has been presented, no struggling printer has ever had cause to complain of summary or captious action on the part of the company if he has subsequently found himself temporarily embarrassed. To illustrate my meaning, I will cite a couple of instances which came under my personal observation:

There is a five-machine trade composition plant in a fair-sized western city which was started about six or seven years ago with practically no capital to begin with. So limited were the proprietor's means that we refused to deal with him on the terms he required. But he was persistent and earnest, and succeeded in inducing the firm which was to be his largest customer to buy the machine for him. This customer being a responsible concern of good financial rating, we naturally had no hesitation in selling them a linotype on our regular terms of payment. The embryo trade linotyper made his own arrangements for the purchase of this first machine from his sponsor, and by dint of hard work and strict attention to his business he had entirely paid for it in a little more than eighteen months. By that time he had also become firmly established and had demonstrated that he was entitled to the usual accommodations due any responsible business man. Consequently, when at that time he opened negotiations for his second machine, there was no question as to his being entitled to terms fully as advantageous as those extended to any established printer of reasonable financial stability. That this confidence has not been misplaced is amply evidenced by his present plant of five linotypes.

In another western city a young man, who was a skillful linotype operator, had accumulated sufficient capital to embark in the trade composition business with one machine without asking for any special accommodation in the matter of terms. His funds were ample to get him started, and we had no hesitation in selling him a linotype. After his plant was installed, however, he found that he had exhausted his resources and had practically no capital remaining for the conduct of his business through these trying times while he was gaining a foothold. It would have been a comparatively easy matter to have taken advantage of his straitened circumstances, and by foreclosing, put him out of business, and thus ended what has since grown to be a prosperous and profitable business. Instead, the Mergenthaler Linotype Company, by giving him proper encouragement in the matter of carrying his notes and extending credit for his supplies, enabled him to weather the crucial period, with the result that he is now in possession of a good paying business. He now operates two machines, has his brother employed in the office with him, and is on the high tide of financial and business prosperity. He attributes his success in large measure to the leniency and encouragement he received in the early days of his business career from the Merganthaler Linotype Company.

Experience has proven, over and over again, that book and job printing concerns having no linotypes of their own will patronize trade composition plants only so long as it is profitable for them to do so, and no longer. When the point is reached that the money paid out for composition equals, or nearly equals, the cost of maintaining machines of their own, linotypes will be installed. That is just as certain as the operation of any other natural or economic law.

When the trade linotyper loses business of that kind he has no cause for surprise, much less for complaint. The only field upon which he has a claim exists among those offices—and they will always be numerous—where the amount of composition does not require or justify the owning of machines. He may also be called upon to help out when the volume of work in the book or job office which already has linotypes has increased to such an extent that the equipment is inadequate, and yet not enough to warrant the installation of additional machines; and also when an occasional rush of work renders outside assistance necessary.

There will always be more or less of such work available to the trade linotyper, as book and job printers generally are reluctant—and rightly so—to install more machines than they have absolute necessity for. The linotype is somewhat different from the hand compositor in more ways than the one so often cited—that it will not get drunk. For instance, it cannot be laid off when work is slack. Consequently, the tendency is toward under-equipment rather than toward over-equipment in this department of the book and job office. In this fact lies the ever present necessity for the trade linotyper and the assurance that he will always have a more or less prolific source of work. As one proprietor of a large job office operating eight linotypes once said to me: "Sometimes I wish we had thirty linotypes instead of eight, and sometimes I wish we hadn't any."

The proper and logical course for the trade linotyper to pursue is to develop new customers by showing non-users that "the linotype way is the only way" whenever he loses an old customer by reason of his installing his own machine.

There is a trade linotyping plant out west, owned jointly by a machinist and an operator, which I have seen grow from a beginning of two machines to its present equipment of ten linotypes running three shifts, or twenty-four hours a day, in a little more than ten years. The business was a novelty when they started, and the field untried in that locality. In the face of a prejudice against the use of linotype composition for high-grade book, job, and catalogue work, they set out to convince the job printers of their city that they could not afford to have their type set by hand when equally good if not better results could be obtained from linotype slugs, and at a greatly reduced cost. How well they have succeeded is evidenced by their present plant, which is housed in a modern building in the business center erected by themselves, out of their profits. They not only do the bulk of the composition for job printing trade of their home town, but their field covers a large part of their own and three neighboring states. They occupy a most enviable position among the craft, job printers in their home city almost unanimously expressing themselves to the effect that as long as the trade linotypers produce such good slugs and render such prompt service there is no necessity of installing machines of their own.

When I was traveling through the West as a salesman these young men always greeted me cordially whenever I visited them, in spite of the fact that, as one of them said, every sale of a new machine in their locality meant the loss of a customer for them. They regarded the matter philosophically, and immediately took steps to replace the loss of an old customer with at least two new ones.

The Mergenthaler Linotype Company owes a good deal to the trade linotyper, who in a measure was a pioneer in popularizing linotype composition among the book and job trade, and we are not unmindful of the obligations under which we have been placed by those trade composition plants which have helped the reputation of the linotype by turning out perfect work. On the other hand, we have not always been so fortunate in having the machines fall into competent and capable hands. I have had personal experiences where inferior work and unsatisfactory service rendered by trade plants have deferred the purchase of linotypes by printers within their radius for a long time, so that to a certain extent honors are about even on that score. But the days of the irresponsible barnstormer have passed. The business of trade linotyping is on a sound financial basis, and I am proud to be able to say that our relations with the trade composition plant have always been most satisfactory in the past, are so now, and bid fair to remain so in the future.

Trade Composition Plants From the Monotype Company's Standpoint

By Joseph Hays, Western Manager

In addressing you on this subject, I will naturally base my remarks upon my observation of conditions as I see them from the standpoint of selling a specific typesetting machine—the monotype. While I fully appreciate that this is neither the time nor the place to talk about the advantages of the monotype in a trade plant, if I should overstep the boundaries, I trust you will bear with me, because it will be due to over-zealousness rather than a desire on my part to deviate from the rule which it is necessary to establish for occasions of this kind. It comes just as natural for me to drift off into a selling argument as it is for printers to talk shop when they get together, no matter what the occasion may be.

From the Monotype Company's standpoint, I believe that the greater future of our business, evidenced by the remarkable successes of recent years, and the continuous percentage of increase, in spite of the present business depression, is, to some extent at least, attributable to the improvement in trade conditions brought about by the "getting-together" of the employing printers of the country in organizations such as this; and the fact that these employing printers, through the knowledge of their costs, obtained by this educational movement, have become better able to discriminately select the equipment which will produce their work to the greatest satisfaction of their customers, and thus enable them to materially increase their profits. And, after all, profits—the money you have to spend for benzine buggies and such modern necessities—is the only justification you have for assuming the worries and responsibilities of conducting a business. If I did not feel the necessity of keeping somewhere near the subject assigned me, I would now take a lot of pleasure in getting off the track and saying something about cost-keeping, depreciation, percentage on capital invested, real and imaginary profits, and other features of this system educational work, but you have heard and will hear about all of these from up-to-date experts, and it would not be wise for a "has-been" to "butt-in."

Probably some of you do not realize how much improvement there has been in the trade in the past few years. It is always difficult to see general conditions from the standpoint of the individual; but one point in evidence of this improvement has come to my personal attention. The greatest exemplification of improved conditions is the ability of the employing printer to purchase necessary improvements, instead of being compelled to mortgage his future to pay for them. In common with all manufacturers of printing machinery we have always found it necessary to provide for the sale of our machinery on the installment plan. Five years ago, when I first became connected with the Monotype Company, our average cash sale was for about one equipment out of five—the balance were sold on deferred payments. Today at least two out of every five equipments are sold for cash, and our output has materially increased, evidenced by the size of our new factory building in Philadelphia (which we will occupy before the end of this year) where our floor space is twenty times as much as we required ten years ago. This not only proves that printers generally are buying more machinery, but also that a greater proportion of them are financially able to pay for the machinery they buy, instead of getting the manufacturer to finance their business to that extent.

Necessity is the mother of invention, and if Gutenberg had not recognized the "necessity" for some means for a wider dissemination of knowledge he would never have "invented" the method of printing from movable type. From this invention dates the era of modern civilization of which we are so justly proud, and without the influence of the "Art Preservative of All Arts" we would undoubtedly still be in the deplorable condition existing before its invention, which has been aptly designated in history as the dark ages, before the morning sun of knowledge had risen to shine on all men alike, and not upon the favored few.

"Mother Necessity" has caused her lusty son "Invention" to put in a good honest day's work every day for over four centuries in improving this great business, but what was probably the greatest "stunt" of this hard working mother and son, was performed in comparatively recent years—the introduction of typesetting machinery—and there can be no doubt but that the use of typesetting machinery has been the greatest cause for the remarkable development of the printing industry during the past few years.

There has been a popular feeling that the great improvement in the industry made possible by the use of typesetting machinery, was caused by the marked reduction in the cost of composition which was thereby made possible. I do not believe that this reduction in the cost of composition has been the slightest factor in the improvement of the business. Today the ultimate buyer of printing is paying an average of a higher price for the machine composition which is a part of his complete job than he ever paid for hand composition in the old days before the typesetting machine was introduced. I do believe that the real reason that the industry has been revolutionized is because the possibilities for production of composition have been thereby increased many fold. I have seen various estimates stating that there is today produced by typesetting machines at least fifty times as much composition as was produced, as a high water mark, in the old hand-set days.

All printers, large and small must have composition, the same as they must have binding and electrotyping. In hand-set days this meant an investment in a limited amount of type (only sufficient to set up a small part of the job), and the hiring of a number of piece hands for a time. With the advent of the machine, the customer was soon educated to insist upon proof being shown of the entire job at once, which would make the investment in foundry type prohibitive. Then again, the piece hand had disappeared—he was operating a machine or in another business. Only those printers who have a constant demand for a reasonable amount of composition have installed typesetting machines; and the "necessity" for providing for the overflow from these as well as taking care of the other printer who is not so fortunately situated caused the "invention" of the trade plant.

The trade plant as I first knew it was a menace, rather than a benefit to the printing business. Had I been requested do discuss this subject not so long ago, I should have declined, as it would have been impossible for me to have confined myself to remarks appropriate for this great occasion. (Perhaps some of you have heard me rip off a few with less cause for grievance.) For a long while the owner of the trade plant seemed to feel that he justified his business existence by taking home to his family as a weekly salary a much smaller amount than he had to pay to the operators he hired, of course he had to pay his rent and metal bills, and, if there was anything left, he met the payments to the manufacturer of his typesetting machines—sometimes.

His prices—well, the least said about them, the better. No cost system in existence would justify most of the prices quoted for trade composition a very few years ago. In fact, in order to come even with most of the prices charged for this work until a very short time ago, it was necessary for the trade plant owner to operate a number of machines for twenty-four hours a day—and keep them busy, without many changes.

If the trade plant owner was the only one who suffered as a result of this deplorable condition, those of us who are interested in the great future of the printing industry could be very sorry about it and—forget it. Unfortunately, however, the injurious effects of these low prices for trade machine composition extend much further.

The manufacturing printers (many of whom are customers of the trade plant for their overflow work) in connection with their presses, binding machinery, etc., own and operate typesetting machines. Naturally, their cost of product from these typesetting machines which they use as a facility in their business, is larger than it is in the trade composition plant, where typesetting by machinery is specialized. The difference under fair conditions, however, would not amount to more than a small percentage, just a nice profit to the printer who buys the composition from the trade plant.

These ridiculous prices, however, have enabled the printer who buys his composition to quote much lower than the man who owns his own typesetting machines, and consequently made the machines in the printing plant less profitable. Our opposition to the trade plant as it was conducted was because of this condition. We are opposed to any condition which reduces the profitability of our machines in any of our customers' plants.

If the trade plant owner had anything to gain by this

selling of his product for too low a price, he might be justified in persisting in doing so; but the reason for his success should be attributed to an entirely different reason, which was brought out forcibly in a conversation with the owner of a large trade plant some time ago. This man told me that the quality of his work was the best ever, and it looked that way to me, although he admitted that his competitors could do work that was almost if not equally as good. He also said that his customers could buy their composition from his competitors for a much lower price. I then asked him why he was able to not only hold his trade, but found it necessary to constantly add to his equipment. His answer was—"I give them what they want—when they want it." In other words service is the cause of his success and growth, and undoubtedly it is the cause of the success of every trade plant. Why not then make your prices on the basis of the service you are giving. The printer must have this service, and he passes it along and his customer pays for it, as he is willing to do.

Right here, before we get away from this question of prices, permit me to say emphatically that I have yet to be convinced that there is any reason today to sell composition to the ultimate purchaser of the printed job, for any lower price than hand composition could be sold for profitably today, regardless of the method of manufacturing the composition, and the composition specialist (the trade plant owner), who by the exercise of his ability and business judgment, has discovered methods of reducing composition costs, should not give to his customer (the printer) the results of his advantage obtained by specialization, but should charge a price, to which the printer could add a conservative profit, and then be on the basis of a fair, just composition price—regardless of the method used in production.

Now, that you have been so courteous as to listen to me while I have got this all out of my system, I wish to state that we (the Monotype Company) recognize the greatly improved conditions in the trade composition business, and believe that it is entirely the result of the good work being done by the machine composition clubs of the country; we also believe that most of the conditions which I have criticized in my previous remarks have been eliminated among your members and that the non-members are also receiving benefits which they should recognize by joining your organizations. We are so certain of this great improvement in conditions that we have taken an entirely different stand regarding trade plants, and are now not only in hearty accord with the existence of such plants, but are prepared to co-operate to the extent of our facilities to help them make even greater successes in the future.

The buyer of printing of today demands quality and service. He is willing to spend larger sums for less copies provided his advertisement or catalogue will sell more goods for him. He must have his printing quick, so that he can get the market before it has cooled off. These conditions foster the trade plant which is equipped to give the printer what he wants when he wants it—that is the point—what he wants when he wants it.

The manufacturing printer cannot afford to equip his typesetting machine plant with all the varied facilities which the demands of business require. Much of these facilities would be idle a great portion of the time. Nor can a number of good sized printers afford to have a typesetting machine, as while they have a variety of composition, it is not regular enough to enable them to operate a machine without a prohibitive amount of non-productive hours. This justifies the trade plant owner in providing the facilities needed, so that he can give his customer what he wants when he wants it.

There are a number of up-to-date monotype trade plants filling this bill exactly. They carry a great variety of faces and are equipped to compose and make-up any variety of work. They charge a fair price for their work and from my personal knowledge are making a good profit. Their prices are not so high that their customers, the printers, cannot add a fair profit and yet be in the same class as their competitors who operate their own machines. They find that their success is not obtained by producing a large quantity of composition at the lowest possible price, but by giving their customers the best in the way of service and quality. When they had arrived at the point that this was recognized, they also found that the buyer of composition wanted quality and service first, and price, if fair, was not the least factor in obtaining the work. All of these monotype trade plant owners are kind enough to say that their monotypes have helped them materially in attaining this standard, as they say, it is the machine for quality and service.

One example of the advantage that the monotype trade plant can be to printers generally is demonstrated by one of the recent improvements. We have just perfected an attachment to compose 14 and 18 point just the same as the smaller sizes are composed. Like all monotype faces they are up to our usual high standard of typography. While this attachment can be applied to any monotype, no matter how old, there are but few monotype users who have enough of this work to make the attachment profitable. In accordance with our usual policy, of first testing out such improvements commercially before putting them on the market, the first of these attachments was sent to a monotype trade plant in Chicago, where it was tried out from every standpoint, and demonstrated not only that it was a mechanical device that would operate satisfactorily under commercial conditions, but also that there was a great demand for such composition.

In fact the demand for 18-point composition has astonished us so much that we are now planning to cut a much larger number of faces in those sizes than we first contemplated.

This is only one of the many things that the monotype user or the printer who is in touch with the monotype trade plant can offer his customer, and, in connection with service, give him what he wants when he wants it.

I hope that nothing I have said has been offensive to anyone, and if so I wish to apologize, not for the statements—which were made with hearty good will, but for my unfortunate method of making them. Believe me, this is one of the proudest moments of my life, that you have honored me with this invitation to address you as the representative of the Monotype Company, and in thanking you for this opportunity, permit me to hope that something that I have said will be of some slight help in pushing along the good work. The Monotype Company is in hearty accord with the great work being done by the machine composition clubs, and this is their national organization, as well as the Ben Franklin Club of America and all other organizations working for the improvement of trade conditions, and I have been specially instructed by our president to convey to you his congratulations upon this occasion of your first national gathering, and assure you that the Monotype Company will appreciate any opportunity of assisting in this great work.

I thank you!

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The Ben Franklin Club of America in Annual Convention at Cleveland

NO MORE enthusiastic, enjoyable or instructive gathering of printers has ever been held than that of the Ben Franklin Club of America, at Cleveland, Ohio, from June 20 to 22, in its first annual convention. The arrangements for the meeting were superb. The place of meeting was ideal as was also the program. Everything moved forward with zest and harmony from the start and there was not a break.

Luncheons were served at noon in the Fellowcrafts Club rooms on the floor above the convention hall, so that no time was lost. Below the convention hall, exhibits were made by a score or more of leading printing supply houses and manufacturers. The three floors presented scenes of stirring activity. The enrollment was between seven and eight hundred.

A number of the able papers are given this month and others will appear in the August issue. They are full of practical thoughts—clear, instructive, convincing and are too valuable not to be read and studied by every live printer or newspaper man. They contain the most advanced ideas, methods and experiences as to the typographic art, and business management up-to-date.

The routine of the proceedings are of interest to those directly concerned but the values that are directly useful to all, are found in these thoughtful and carefully prepared addresses. These speeches, together with those delivered before the National Press Association, published in this issue of the National Printer-Journalist, afford an amount of information, on printing and newspaper making, more

comprehensive, entertaining and directly and practically instructive and useful than can be obtained in any book on these and related subjects now extant, and there is much more to follow in our August number. The knowledge contained therein, directly and usefully applicable to these callings could not otherwise be secured for hundreds of dollars and even at that cost would be fully worth the price.

The American Printer of New York gives the following outline of the proceedings:

President W. J. Hartman, of Chicago, called the convention to order at ten o'clock the morning of Thursday, June 20. The invocation was by Rev. W. F. Rothenburger and the addresses of welcome by Homer H. Johnson, president of the Cleveland Chamber of Commerce, and

President W. J. Hartman

J. F. Berkes, president of the Ben Franklin Club of Cleveland. B. B. Herbert, editor of the National Printer-Journalist, responded on behalf of the delegates.

The reports of state directors which followed, were made as follows:

Illinois: E. C. Finch, Aurora.
Indiana: L. B. Lacey, Indianapolis.
Kansas: G. M. Booth, Wichita.
Kentucky: W. P. Jobson, Louisville.
Minnesota: H. L. Curtis, St. Paul.
Missouri: Warren Skinner, St. Louis.
Oklahoma: H. V. Bowman, Muskogee.
Tennessee: W. B. Turley, Chattanooga.

Secretary Allen and Vice-president Francis followed with their reports.

Committees were appointed as follows:

Resolutions: Messrs. Walling, Indianapolis; Britt, St. Louis; Gardner, Cleveland; Livingston, Winona, Minn.; Brown, Peoria; Francis, New York; Booth, Wichita; Bowman, Oklahoma; Miller, Chicago.

Nominations: Carl, Cleveland; Tidd, St. Louis; Turley, Chattanooga; Hastie, Chicago; Wetzell, Indianapolis.

The afternoon session opened with an address by President Hartman on "The Growth of Ben Franklinism and What It Has Accomplished." He described the small beginnings of the movement and its growth to its present proportions. The interest has been wide-spread, inquiries for information in regard to it having come from all parts of the world. He made a strong plea for aid along organization lines to the smaller printing establishments.

The history of "Organization Progress of the Last Three Years" was told by Charles G. McCoy, editor of the Printing Trade News. The detailed account he gave of the work done along organization lines in the printing trade emphasized its importance in a striking way.

"Better Prices" was the topic dealt with by Ben F. Corday, of Cleveland. He advocated the adoption of cost systems, pointing out that profit begins where cost ends. Unprofitable work should be refused and opportunity thereby provided for improvement in quality and service in respect to the work remaining. His paper was a valuable treatise on salesmanship.

Earl R. Britt, of St. Louis, had for his topic, "The Spirit of Franklinism." He gave Franklin's theories and practice in business as models which the modern employing printer should follow.

Henry L. Bullen, of the American Type Founders Company, read a paper on "The Boy." He deplored the large number of incompetent workmen in the printing trade and put the blame upon the employers. Education of apprentices along general as well as special lines was advocated.

The Friday morning session was opened by a paper by Jens K. Grondahl, of Red Wing, Minn., read by Secretary Allen, in the author's absence, on "Costs in a Newspaper Office." Mr. Grondahl called attention to the fact that many publishers are selling newspaper advertising space at less than the cost of the composition of the advertisements. He described the ease with which cost systems can be adjusted to newspaper printing plants.

Charles Francis, of New York, followed with a review of "Modern Problems." His extensive travels and his familiarity with various fields of activity in connection with the printing industry made his address of interest and value to his hearers.

"Pressroom Efficiency," was the topic of an address by Herbert L. Baker, of New York. Mr. Baker's long experience at the printing business combined with his present connection with the C. B. Cottrell & Sons Company as its sales manager enables him to speak with authority. He compared the methods of starting railroad trains with those of getting under way in printing offices as contrasts in efficiency.

G. M. Booth of Wichita, Kan., brought "A Message from the Southwest" that was of a very encouraging nature. Organization in the printing trade there is progressing steadily.

J. J. Miller, president of the Ben Franklin Club of Chicago, took the ground in an address on "Machine Composition" that printers and publishers do not care so much what the price for it is, so long as the price is reasonable and uniform. He gave the average cost of the operation of linotypes as shown by records kept in six large cities as $1.60 per hour. Records kept in a group of smaller cities gave a cost of $1.59 per hour.

The afternoon session began with an address by Charles W. Burrows, head of the publishing and bookselling firm of Burrows Brothers Company, and president of the National One-Cent Letter Postage Association, on the proposal to increase by law the rate on mail matter of the second class. A discussion that followed brought out arguments in opposition to those made by Mr. Burrows, and the sentiment seemed to be against his plan.

J. C. Adderly, secretary of the Ben Franklin Mutual Casualty Insurance Company, followed with an explanation of the purposes of this new mutual association in the printing trade. The company has just been formed, the other officers being W. J. Hartman, president; J. J. Miller, vice-president, and George H. Benedict, treasurer.

"Proving and Using Costs" was the topic of a paper by C. Lee Downey, of Cincinnati. He made the statement that printing is not merchandizing in the ordinary sense of the term, the printer's commodity being principally service. A cost system, he said, is of value only to the degree in which it receives care and attention. Mr. Downey's talk was illustrated with charts.

Louis Bechtold, of St. Louis, told "What the Ben Franklin Club Has Done for St. Louis," his address consisting of a reading of a paper by Henry Tentschert, combined with running comment of his own. It was received with close and appreciative attention.

J. M. Thomssen, of Cincinnati, read an instructive paper on "The Value of Printing Plants." He considered the word "value" from all points of view and pointed out the necessity of keeping accurate records upon which to base estimates of value.

In a talk on "Our Co-operative Fire Insurance Companies, Their Objects and Achievements," Gene Turner told the story of the mutual fire insurance companies operating in the printing business.

Charles P. Carl, of the J. B. Savage Company, of Cleveland, gave a talk on "Efficiency." He advocated speeding machinery up to its capacity and replacing it when it has served its usefulness.

A special session for trade composition plants under

the chairmanship of J. J. Miller, of Chicago, was held Friday afternoon at the Cleveland Athletic Club. About fifty who were particularly interested in this branch of the business were present. Addresses were made as follows: "Trade Composition, Past, Present and Future," by John W. Hastie, Chicago, and "Standardization of Measurements and Costs," by Charles F. McElroy, secretary Cleveland Ben Franklin Club. "Trade Composition from the Manufacturer's Viewpoint," was considered by Joseph Hays, western manager Lanston Monotype Company, and L. A. Hornstein, publicity manager of the Mergenthaler Linotype Company.

A session was held Friday evening that was largely attended. Three addresses were made. Roy T. Porte, secretary of the Cincinnati Ben Franklin Club, gave an exposition of "Costs in a Country Printing Office." Robert S. Denham, the cost system expert, made an address along technical lines on "Analysis and Co-relation of Production and Expense," and F. J. Trezise, chief instructor of the International Typographical Union School of Printing, of Chicago, and an authority of recognized standing

Henry Allen, Secretary Ben Franklin Club of America
Chicago, Ill.

on his subject, spoke on "The Application of Design to Printing."

Albert Scholl, of Chillicothe, O., opened the Saturday morning session. He divided his address into three sections. The first division, "Where My Profits Have Gone," met with a sympathetic interest on the part of his hearers. The other divisions were "Ben Franklin" and "Fellowship."

J. S. McMillan, of Monroe, Mich., closed the program of addresses with a paper on "Make-ready." He applied the topic not to the mechanical department but to the "make ready your price before you quote it."

The report of the cost commission followed. It recommended co-operation with the U. T. A. in adopting uniform cost-finding blanks for use in shops not operating cylinder presses and the Denham system for larger shops.

The report of the resolutions committee was as follows:

We, your Committee on Resolutions, herewith submit the following report:

That we re-affirm the principles adopted at Chicago as follows:

Resolved, That the Ben Franklin Club of America pledge ourselves as officers, delegates and members to use every effort to further this great cause. We pledge to the officers our earnest co-operation and support in the work of organizing and building up local clubs throughout the country, and the spreading of cost-finding information among all printers, whether members of this association or not.

Resolved, That the Ben Franklin Club of America continue its work in a spirit of amity and friendship for all whose purpose is to advance the interests of the printers of this country.

Resolved, That the Ben Franklin Club of America is formed for the benefit of all printers, especially the small printers, and we invite every printer and member of all the allied trades in this country to join this organization and help us in the work.

Resolved, That the president appoint a committee of three, to be known as the Efficiency Committee, whose duty it shall be to submit to the next annual meeting plans by which this association may assist its members in the securing of greater efficiency in their plants, and particularly in the education of apprentices.

Resolved, That this organization appoint a committee of five whose work will be to devise plans by which we may assist the private plants to a better knowledge of trade conditions, and in other ways; and that this committee shall further report at the next annual convention some plan by which this association may assist those just entering the printing business to a knowledge of costs, customs and ethics.

Resolved, That the secretary be instructed to furnish to the trade papers copies of such parts of the proceedings as he shall deem of general interest, and that the thanks of the Ben Franklin Club of America are hereby tendered to the trade papers for the warm interest they have shown in this association.

Resolved, That we recommend that where a request for printing comes to a member of the Ben Franklin Club of America from an outside source, that co-operation with the local Ben Franklin Club where the work originates is recommended.

Resolved, That the Executive Committee appoint the following Committee on Organization: Messrs. R. T. Deacon, Charles Francis, W. J. Hartman, G. H. Gardner, Ford Wallick, J. S. McMillan, G. M. Booth and H. M. Livingston.

Resolved, That the Ben Franklin Club of America indorse all movements of such a nature as the mutual fire, liability and casualty companies, which are organized for co-operation in advancing the interests of our members.

Resolved, That the recommendation of the Ben Franklin Club of Cincinnati for a conference for the adoption of a uniform method of cost-finding be referred favorably to the Cost Commission of the Ben Franklin Club of America.

Resolved, That we respectfully tender to the Ben Franklin Club of Cleveland the cordial thanks of the Ben Franklin Club of America for their very kind welcome to their city and club on this occasion.

That we further tender our sincere thanks to the Fellowcraft Club of Cleveland for the use of their rooms, and to the ladies for their kindly welcome and attention to the comfort of our members.

That we gratefully accord to each and every reading paper, and to all participants in the work of this convention our most hearty thanks for the invaluable assistance and information so unstintingly supplied at our sessions.

The election of officers resulted at follows:

President: W. J. Hartman, Chicago.
First vice-president: Charles Francis, New York.
Second vice-president: J. F. Berkes, Cleveland.
Third vice-president: J. K. Grondahl, Red Wing, Minn.
Treasurer: R. T. Deacon, St. Louis.
These directors were re-elected:
Illinois: E. C. Finch, Aurora.
Indiana: Schuler Miller, Peru.
Kansas: G. M. Booth, Wichita.
Kentucky: W. P. Jobson, Louisville.
Michigan: J. S. McMillan, Monroe.
Minnesota: H. F. McDonough.
Missouri: Warren Skinner, St. Louis.
Nebraska: C. D. Traphagen, Lincoln.
New York: W. H. Van Wart.
Ohio: J. M. Thomssen, Cincinnati.
Oklahoma: H. V. Bowman, Muskogee.
Pennsylvania: J. J. McGinley, Norristown.
Tennessee: George J. Haley, Chattanooga.
West Virginia: E. S. Aleshire, Huntington.
Wisconsin: F. W. Cantrell, Madison.

The report of the nominating committee carried an indorsement of Secretary Allen and a recommendation that he be reappointed.

Next year's convention is to be held in Indianapolis on a date to be selected later.

The entertainment features were elaborate and satisfying. There was a theater party and sight-seeing trips for the ladies and for the whole party an automobile ride through Cleveland's beautiful streets and parks Saturday afternoon and a steamboat ride by moonlight Saturday evening.

The headquarters of the convention were in the rooms of the Fellowcraft Club, which is composed exclusively of business men associated with the graphic arts. A floor in the same building served as a convention hall and another floor was given up to exhibits of printing, machinery and supplies.

The following firms were represented on the exhibit floor:

Central Electrotype Foundry, Sigmund Ullman Company, Cleveland Folding Machine Company, American Type Founders Company, Allen Ink Distributor, Potter Proof Press, Chandler & Price Company, Hamilton Manufacturing Company, Graphic Arts Year Book, Printing Trade News, Multiform Outfits (Richards & Co.), A. G. Burton's Son, Miller Saw Trimmer Company, Chicago Lino-Tabler Company, Samuel C. Tatum Company, Charles Eneu Johnson & Co., Upright Grain Printing Base Company, Reliance Electric & Engraving Company, H. B. Rouse Company, Philip Ruxton Company, Crump Embossing Process Company.

A group photograph was taken of the delegates, but because of an accident to the camera it failed to come out.

"The Boy"

Address Delivered Before the Annual International Cost Congress and Convention of the Ben Franklin Club of America, Thursday, June 21, 1912, in Cleveland, Ohio, By Henry L. Bullen of the American Type Founders' Company

Mr. President, Ladies and Gentlemen:

Your committee has assigned to me the high honor and privilege of representing on this occasion that much neglected though highly important member of our craft, the "Printer's Devil."

A great philosopher said, "The boy is father of the man." Many of us can truthfully say that we are children of the Devil. We are not wicked by choice, but by inheritance.

We are here to learn to be good.

Thousands of printers have been crying out for many years, "There is something wrong with the printing business," but all the fruit of these was "Words, vain words." A few printers in various parts of this nation started in to uncover the errors of the trade and prescribe remedies.

We are here for more of their good medicine.

While we are here let us realize our indebtedness to those here and elsewhere who have translated words into action. All honor to the leaders in this great reformation of the printing industry!

Ladies and gentlemen, the bad conditions of this industry did not happen over night. They are to a large extent traceable to the neglect of the boy in the printing plants by the master printers since the collapse of the old-time apprenticeship system, a little more than a century ago.

The conditions of development in this country made this neglect seemingly inevitable. There was a valid excuse for the neglect. For a century the Americans, and especially the printers, have been in the main a homeless and a migratory people. We have been spreading out. Now we are again taking root—building up—building for permanency—making homes—cultivating efficiency.

Conditions are acute today in the printing industry because the extraordinary development of machinery has outrun the development of both the journeymen and the master printers; machines are more efficient, men are less efficient.

We have made an idol of machinery and minimized the importance of the man. Machines have increased costs, especially your indirect or so-called overhead costs. Machines have increased wages to a point where there is a scarcity of journeymen competent to be profitable at the current wages.

In a warship all the millions of dollars put into steel armor and heavy guns are thrown away if the men behind the guns are not trained to the minute. So it is also in the printing plant.

In that engine of business called the printing plant the most expensive element is made of flesh and blood—your help—and inefficiency in the help is the most serious of all the defects in the business.

In this country we have in the printing trade a large proportion of surpassingly competent journeymen. But we have a larger proportion of exceedingly incompetent journeymen than is found in Great Britain and continental Europe.

These incompetents are all employed at a loss. They diminish your just profits. They diminish the just wages of competent journeymen.

How did these incompetents get into the printing plants to injure you?

You, the master printers of America, collectively, put this burden upon your own backs. To many here, doubtless, it can be said in the words of the Prophet Samuel, "Thou art the man!"

The incompetent could not hire himself. The unions, which hate incompetents, had no power to bring him into any printing plant. "Thou art the man!"

Thousands of incompetent journeymen are on your payrolls, put there by thousands of master printers. Thousands of lads today in printing plants are on the way to recruit this ever-increasing army of incompetents. Do not blame them. Pity them.

These unfortunate lads are employed at low wages until length of years gives them the right to ask for a man's pay. Then the careless master printer who hired the lad shoves the incompetent man into the street. In self-defense the unions have to accept him. The poor fellow enters on a career of intermittent employment. No steady job for him! The trade is a curse to him, and he is a curse to the trade. Do not blame him!

It is ridiculously unprofitable to pay a compositor $20 a week or more, who cannot write grammatically, who cannot spell correctly, and who—worse still—has not brains enough to analyze his copy as a preliminary to displaying it, but it was more ridiculous to bring such a man into the trade.

The first duty every master printer owes to himself, to the trade, and his employes is to stop whining about the incompetency of his employes and to start in at once to eliminate the incipient incompetent from his own plant.

All your reforms will be built on sand unless you surround yourselves with competent assistants—lads and men who will profit themselves while increasing your profits.

Commence by ascertaining the capacity of each lad now at work. Some will be found more suitable for inferior though highly respectable occupations, such as plumbing and carpentry, or for more unskilled labor. Advise them to make a change. Help them to get employment elsewhere as reparation for your original error of allowing them to waste their time in attempting to learn a trade they are unsuited for.

The printing trade requires far more intelligence than any merely mechanical trade. Printing is a semi-literary occupation. You cannot make a good printer out of a lad who is not capable of lucidly expressing his own ideas.

As printers our chief labors consist in transmitting ideas. Our work very largely consists in appeals to the minds of men and women. You cannot eat, drink or wear printing, or use it to protect you from the elements. Things of the body are as necessary to the ignorant as to the educated, but the market of printing is necessarily with the educated.

With this standard of competency in view, your lads must be fairly grounded in reading, 'riting and 'rithmetic. Take nothing for granted in these qualifications.

Proficiency in the three R's does not, however, prove intelligence. No lad should enter the printing business who has not ideas of his own and the capacity to express them in writing.

Ask the lad to sit down alone, where he will have every chance to preserve himself from stage fright, and there write out an application for employment and a brief statement of what he hopes to accomplish by entering the printing trade. Do not hurry him. Let him write his piece two or three times over if he has sand enough to want to do so—that sort of persistency should count strongly in his favor.

You can judge of a lad's intelligence fairly well by such a test. His piece need not be perfect, if it discloses intelligence and character in handling the subject.

The question with you is, in fact, "Has the boy the capacity to learn the trade correctly and progressively?" The favorable ending of such an examination may satisfy you. The lad's parents should then be called in. Does the lad really wish to be a printer, or merely to get into something—anything—to earn a little money? You want lads with a purpose—lads who will stick.

With all your precautions the lad may disappoint you or be disappointed himself, so take him on trial for a definite period, and if he fails to make good send him away and try again. Many applicants will fail.

Congratulate yourself on the failures as so many undesirables excluded from the trade.

Why should not every lad be carefully examined before he is allowed to learn the printing trade? In nearly all the states a plumber cannot practice his trade without an examiner's certificate to his competency. In some states barbers and chiropodists must have examiner's certificates; and also engineers and electricians. Of course, these licenses are exacted because such artisans may endanger lives if incompetent.

But does not incompetency in the printing plant endanger your business and your profits?

There is nothing new proposed. This very plan has been used for centuries by conscientious employers, and hence the large number of competent employes. Doubtless some here present could tell of such conscientious employers to whom they look back with esteem and gratitude.

Master printers, you would better conduct this examination yourselves, or have it done under your personal supervision. The lad that is worth hiring will be tremendously and favorably impressed by your interest in him. It will give him a fine idea of the real importance of his prospective calling. It will make him loyal to you and your interests.

We none of us can escape from the selfish equation. The little time you give to selecting the young future printer will be very profitable to you. A good, willing, progressive lad can be made very profitable in a printing plant.

Nevertheless, there must be heart and conscience in this work. Those who do not realize the value of heart and conscience in their relations with employes are necessarily bad masters, whom the lad will do well to avoid, because they are the very masters who do most to burden the trade with incompetents. There can be no great success in anything unless there are ideals. There is nothing so practical as the educated ideal. You may enjoy much that is good and not be capable of comprehending the ideal, but what you enjoy was created by the idealists. So if you think to enter upon the examination of the lad in a perfunctory manner, you would better not do it at all. It will prejudice the lad against you, and that would be very unprofitable to you.

In the selection of lads reject all, however competent, who lack character.

In olden times apprentices lived in the master's household. They became members of his family. It was quite usual for the apprentice to aspire to the hand of the master's daughter. It was a regular thing for an apprentice thus to succeed to his master's business. You may be sure the masters were then very particular about the character as well as the intelligence of their apprentices.

Suppose every master printer in America were to resolve today that henceforth he would not let a lad enter his printing plant to learn the trade whom he would not be willing to let his daughter marry!

There would then be an examination worth while having!

* * *

Ladies and gentlemen, we hope ultimately to establish in this country a system of vocational instruction, but it will be some years before such a system is adequately put in operation. But we need not delay a day—we need not wait for the action of some other person or committee.

Each and every printer who is man enough, who is broad enough, who has any sentiment in him bigger than a short-sighted, groveling selfishness, may immediately become a committee of one to improve the efficiency of his help by simply eliminating the undesirable lads and replacing them with lads he has personally ascertained to be desirable.

A general nation-wide appreciation of the necessity of proper selection put into practice, is at once the easiest and the most effective of all methods for raising the standard of efficiency in your plants.

Put the right kind of lads in the printing plants and they will become competent journeymen with very little assistance other than the opportunity to work at a trade they like and for which they are equipped with the necessary plain education and intelligence and ambition.

A majority of master printers in America were lads of this right stamp, and climbed up to be efficient journeymen, and then to be master printers, without any molly-coddling. The way, then, to insure a supply of efficient journeymen is to select lads of your own characteristics to learn the trade in your plants.

Hire the lads to be printers, and do not waste their time by giving them menial tasks, errand running, sweeping, etc., except in emergencies. Let lads who cannot qualify as printers do the menial work. The right lad will not be too proud to help out at anything when necessary.

Many master printers here, including myself, did the printing office chores. That work didn't hurt us, but it didn't help us. Times have changed, and only in the very small plants is there any justification for giving menial work to a lad who is qualifying for the printing trade.

* * *

At what age should the boy commence to learn the printing trade?

My experience is that if teaching the lad the trade were the sole object, as it might be in a vocational school, that at nineteen or twenty the young man, if in earnest, could easily qualify as a competent journeyman in eighteen months.

But boys must begin to earn wages earlier and master printers are entitled to compensatory profits—and bright, ambitious, educated lads are very profitable—and so I suggest sixteen or seventeen. Lads of that age may have been tried out in other occupations, and had some erroneous ideas knocked out of their heads. A little previous experience in wage-earning is a good primary to learning the printing trade.

* * *

Two-thirds of the problem of eliminating inefficients will be solved by careful, conscientious selection in small and large plants.

The printing plant has been justly termed the poor man's university That is true only when the right kind of poor man enters the printing plant.

The lad in the printing plant has a right to instruction.

There are good profits in cultivating the young printers. Give them every chance to learn. You wrong them if you use them selfishly as mere aids to profits, and your selfishness miscarries, for in the end it is not so profitable as the returns from the work of a well-coached lad.

You need not open a school in your plant, but just see to it personally that each lad is given progressive work. The mere technicalities of printing are simple enough and easily learned. What the boy needs is progressive practice.

The right boy in the right shop with the right boss will learn quickly without special tuition.

* * *

Now, let us consider vocational education.

It is coming in all lines of business.

So far as printing is concerned, I believe vocational schools should bear the relation of a high school to the printing shop. The mere manual part of printing is very simple and easily acquired, and can be mastered better and quicker in everyday practice in the printing plant.

I refer to all the work with the hands.

The vocational schools should be recruited from the printing plants, not the printing plants from the schools.

The vocational schools or classes for printers should deal with the boys' heads, not with their hands.

Let us assume we have banished the dunces.

Teach the lads the things they do not learn in daily practice in the shop.

Teach them geometrical drawing and how to letter passably.

Teach them the nature and principles of all the machinery in the plants.

Of transmission of power and its relation to various kinds of work.

Of color pigments and color harmonies, and how to estimate quantities.

Of rollers and their properties.

Of paper, and how to figure quantities required.

Of type design and display and measurements.

Of margins and proportions of pages.

Of engraving and plate-making.

Of bookbinding and paper-ruling.

Of chemistry as it relates to inks and paper and metals.

Of advertising.

Of good systematic business methods, so that each may become a cost-finder in whatever department he may be employed.

And, finally, do not forget to instruct them in the glorious history of printing, that they may see how fine a thing their occupation is, and how superior and how much more valuable to each community than mere carpentering, plumbing, butchering, tailoring, lawyering, brokering, or any kind of peddling of merchandise as middlemen.

Possibly other things should be added to this curriculum, and it is not necessary that one lad should learn everything.

These vocational classes or schools should be under the supervision, partially at least, of committees representing all the printers' organizations in each large city. We have a right to expect financial and other assistance from the cities. In nearly all large cities there are educational institutions ready to co-operate with business men in this work. In Boston, for instance, the well-known Charitable Mechanics' Society has been ready for some time to start printers' vocational classes in its industries, but the printers have held back.

The fees (if any) might be paid as a part of the compensation of the lads in their first year, following a period of trial in the printing plants to determine their staying qualities and fitness. As the lad's pay is increased, he can pay the fees himself.

The classes should be open day and night. It is not fair to ask young lads to work all day and study at night, and the nature of most good boys is against it. Let the beginners off two or three afternoons a week to attend the classes. Let the older boys attend the night classes. Let the classes be open day and night to lads sent in from the country and small towns.

* * *

This country has the very best technological schools in the world, but it is just beginning to provide vocational schools for lads in the factories. Some good work has been done for the printer lads.

The United Typothetae School of Printing at Indianapolis is doing good work with paying pupils drawn from all over the country under that able instructor, Mr. F. O. Climer. My impression is that it does not reach many of the lads learning the trade in Indianapolis printing houses, but this is probably because the lads and the master printers have not got together.

The school of printing operated by the Boston Typothetae Board of Trade has demonstrated the vitally important fact that it is possible to revive an apprenticeship system beneficial to the boys and their employers. The Boston plan of apprenticeship is working well. The school has an instructor in Mr. A. A. Stewart, who has developed a number of efficient printers by thorough, conscientious and enthusiastic work. Many lads will grow up to call Mr. Stewart blessed. But the school is a primary affair. Mr. Stewart's first task almost invariably is to teach spelling to lads who come through the famous public schools of Boston. Think of that! That is poor selection for you!

A young lad may be intelligent and have all the stuff in him to make a good printer and be a poor speller.

But a lad is not bright enough to make a good printer who has had the best opportunities to learn to spell and has neglected them.

If the printers operating this school would get in a higher grade of boys, Mr. Stewart would not be wasting his time teaching the three R's.

I have been told by Boston men that they cannot get boys of the right stamp, and have to take the semi-illiterate, but unless I am very much mistaken this is so because the underlying motive of the school is to recruit the so-called working class of printers, rather than to open a broad field for ambitious youths. I am fairly sure no printer in Boston would think of sending his sons to that school. It is not working on the right material.

No vocational school is good enough for the young printers for the future if it is not good enough for an employing printer's son.

Many reformatories, churches given to sociological work in their basements, and other semi-charitable institutions intended to reach the street arabs, are furnished with printing schools. These are doing a tremendous lot of harm by pushing into our trade a lot of poor, ignorant lads who create that class known as the "bum" printer. All printers' organizations should join together to suppress these nests of incompetence, and confine the teaching of these schools to purely manual trades.

Many cities have added courses in printing to their schools on the theory that setting type is a quick way of teaching children to read, spell, write and punctuate correctly. That is all right, if it will furnish lads for printing offices who can spell, but if these schools attempt to manufacture printers they will go too far, and will increase the ranks of the botch workman.

* * *

Now we come to a highly creditable development, peculiarly American—the educational work of the International Typographical Union and the International Printing Pressmen and Assistants' Union of North America.

The pressmen's union has established a school to teach presswork and a knowledge of paper, ink, rollers, presses, at Rogersville, Tenn., where the pressmen's union has an estate of 519 acres, and among other buildings a fine school building. Students pay $5 a week for board, and a moderate tuition fee. The school has a modern pressroom equipment, good teachers, and a library. Here are pressmen educating themselves not only for their own benefit but as much for the benefit of their employers.

The International Typographical Union is conducting the greatest educational work among compositors in this country, and probably in any country. The International Typographical Union course of instruction in printing was started in March, 1908. The tuition fee is $25, which may be paid in installments. This fee includes a drawing outfit. The enrollment is now three thousand one hundred.

Here we have a small army of employes putting up over $75,000 of their own earnings to make themselves more efficient in your plants. That is fine!

It has developed in many instances that several lads have gone into partnership in the use of one course bought for one fee. The I. T. U. is big enough to encourage this commendable bit of graft.

The I. T. U. pays all promotional expenses, and gives a rebate of $5 to each graduate. Many local unions give an additional rebate of $5 to their student members, and other local unions assist the apprentices in their jurisdictions.

At the outset many employers were antagonistic because the course is fostered by the big union. Some men in open shops who paid for the course were discharged by their employers. That seems incredibly mean and shortsighted, but it is shamefully true.

Now the employers are beginning to co-operate. The Chicago Typographical Union has an arrangement with the Employing Printers' Association under which every apprentice in the last year of his apprenticeship takes the course, the payment for which is part of his compensation, less the rebates of $5 from the International and $5 from the Chicago union.

This is a high school or finishing course, open to journeymen and apprentices. From observation of three young men I can testify that it is very effective. It has improved their efficiency without cost to their employers.

The success of the course is largely due to the able work of Mr. F. J. Trezise, the chief instructor.

In August there is to be an international congress of industrial educators in Dresden, in Germany. Three thousand educators are expected to attend. Mr. Trezise has had the deserved and distinguished honor of being selected as one of the American delegates, and has been invited to address that important congress. Your committee has done well to put Mr. Trezise on your program. You should all hear his lecture. No one man is doing more than Mr. Trezise to increase efficiency in the printing plants.

* * *

I hope the Ben Franklin Club of America will add to its standing committees one on technical education, able and eager to co-operate with other willing organizations, and with eminent professional educators to put the best method into practice. Such a committee will do well to study the trade schools of Great Britain, France, Germany and Austria, which are more or less sustained by those governments.

Mr. President, ladies and gentlemen, many of us here can never forget the pride with which we viewed our first typographic effort. Years have intervened, but we hold in our memories grateful thoughts for every employer and every fellow workman who in our younger years gave

us a timely, friendly word and helping hand. Those grateful thoughts ennoble us.

Many of us have had similar tributes from those we have helped. To those who do not find this a great reward we think we have demonstrated that it pays in cold dollars to give the boy a square deal.

Whatever we do, let us do it for the boy whom we desire to rise in the world. Any scheme which has its root in the desire to set one class of workmen against another class of workmen or to create an inferior working class is as mean as it will be futile.

We are master printers.

Let us construe that word in its ancient meaning of teacher. The boy is here. He awaits his teacher.

Cold and calculating self-interest as well as the higher motives of duty and patriotism call upon us to give the boy a new deal—a better deal—a real square deal.

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"The Ben Franklin Club of Cleveland"

Address Given Before the Cleveland Advertising Club, May 3, 1912, by Charles F. McElroy, Secretary Ben Franklin Club of Cleveland

The difference between charity and reform is that charity begins at home; reform begins on the other fellow. Another difference is that as a rule charity, after beginning at home, never gets any farther, while reform never gets anywhere.

The magnitude of the problem before the Ben Franklin Club is apparent when I state that it has undertaken a reform in which the trouble is all with the other fellow. The club was organized last June. A month later I came to Cleveland to consider the position as secretary. In a few days I had inside information that each printer in the city was the only one who understood his business. From that same inside information, but from a different angle, I also learned that each self-same printer was the worst price-cutter and the biggest bungler in Cleveland.

Now, what is the trouble? To you men who are buyers of printing, the clearest proof of something wrong lies in the startling variations you find in estimates on your work when submitted to different printers. Not long ago I was told of a job where the variation ran from $190 to $415; on another from $1,500 to $3,100; while only this week some figures on a job for the city library ranged from $40.50 to $90. A few experiences of this sort weaken the confidence of the buyer, not only in one printer, but in printers as a class, while its result among the printers themselves is to produce distrust, bitterness, and even hatred.

Now, there are not less than six explanations for these discrepancies in figures: First—the one which naturally comes first to the mind of the buyer—is the possibility that the low figure is correct and all others too high, ranging up through the grades of petty larceny, extortion, grand larceny and up to highway robbery; second—and this is often true—the high figure is correct, and all others too low, ranging down through the grades of mistake, over-anxiety, stupidity, and on down to imbecility; third—which is true still oftener—an intermediate figure is correct, those above it too high, and those under it too low; fourth—something which to my mind is inconceivable—all the figures are too high; fifth—which is occasionally true—all the figures are too low; and sixth—which is true most often of all—the figures given are on actually different jobs. Different estimators have figured on different grades of paper, different kinds of stock, different quality of ink, different size of type making a difference in the number of pages; and figures that run up to 200 per cent above the lowest may all be fairly accurate, because they correspond with the nature of the job each expected to produce. So the buyer should not jump immediately to a conclusion as to the significance of the difference in the quotations he gets. Remember, also, that each man exercises five kinds of judgment: First, hasty judgment; second, faulty judgment; third, illogical judgment; fourth, biased judgment; fifth, sound judgment. A man in exercising his judgment at all only stands one chance out of five of being correct. In the matter of variation in prices, since there are six possible explanations and five kinds of judgment on each explanation, you will see that a man stands only one chance out of thirty of arriving at the correct answer in a case of this kind.

But a question that will not down in the mind of the buyer is: "Why should there be this variation at all? When I tell several men that I wish a certain job of printing, and I tell them all the same thing, why is it that they cannot size up my proposition in substantially the same way, and give me figures which are at least approximately uniform?" Gentlemen, this is a fair question. You have a right to ask it, and the printers have a right to ask it of one another. Leaving out the chance that they were figuring on practically different jobs, the reasons for this variation are simply three: First, spite; second, ignorance; third, mistake.

The Ben Franklin club has undertaken to eliminate the first, spite; to overcome the second, ignorance; and to minimize the third, mistake.

As to spite, acquaintance with one another, meeting face to face and mingling in the meetings and in doing the work of the club already has nearly wiped out the practice of quoting on a job below cost simply to keep the other fellow from getting it or to make him lose money on it.

As to ignorance, the big problem here has been to teach the printer to know his cost; to know the value of the time he spends on a job that he may know how to make an intelligent charge for that work when the job is done. And this, I may add, is the great work before us. The greatest single thing that can be done for a printer is to get him to install a cost system which tells him not only what he ought to know, but what he has no right not to know, viz., the actual cost to himself of each job as it comes through his plant. Many of you business men no doubt feel that this proposition is so self-evident that merely to state it would be all that is necessary; that merely bringing it to the attention of a printer would result in a cost-finding system being installed the next day. I am sorry to say that it is easier to sell a printer a $3.000 press which he does not need than to sell him a $200 cost system which he does need. In Cleveland today are about thirty cost systems among over 250 printing plants. The rest of them don't need one, so they tell me; are better off without one; think it is more bother than it is worth; and prefer to know "about" what a job is worth than to know exactly. I am glad to say, however, that the larger printing houses, those recognized as the best business concerns in the city, are the ones who do have the cost systems. This may be a coincidence. I do not think so.

The printer sells only one thing—time. The stock used represents from one-third to one-twentieth of the total value of a job and is not "sold" at all in the mercantile sense. The time is the thing sold. What would you think of a business man who would tell his bookkeeper: "Just tell me about how much cash we take in and pay out; I don't care to know exactly." Well, what do you think of a printer who says to a workman: "Just let me know about how much time you spend on the different jobs; I don't care to know exactly."

Remembering that time is the only product the printer has to sell, he cannot bill his work intelligently or even honestly unless he knows two things: First, the exact amount of time spent on the jobs; and second, the value or cost of that time. If you will give me one reason why a printer should keep track of his cash, I'll give you the same reason why he should keep track of his time. If there is any reason why he should demand accuracy in accounting for the cash, I'll give you the same reason why he should demand accuracy in accounting for the time. "I want to know to a cent," he says to the bookkeeper referring to the cash. The same impulse should prompt him to say, "I want to know to a cent what my time costs me."

The third fault—mistake—has been due to two things. First, lack of standards; second, the difficulty of telling in advance how long the various operations will take.

Consider the question of standards. The dry goods man sells by the yard, the grocer and butcher by the pound. Are you surprised that until three years ago there was no recognized standard by which to sell printing? Some printers figured by the page with little regard to the character or quantity of matter on the page; some figured by the thousand, with scant regard for the kind of paper, color or quality of ink, or whether the printing was from type or halftone cuts. Three years ago a cost congress of printers was held at Chicago which laid down the rule that the standard should be the sold hour in all departments. That in itself was one of the biggest things that has ever been done for the printing business—merely agreeing that the standard is the hour. Since the printer

ells nothing but time, this is the only feasible standard.

Second, the difficulty of forecasting the necessary time n the different operations explains much of the variation n estimates. Different printers figure on a different amount of time in each. I know of one job where the estimates on the composition ranged from sixty-four hours o 220 hours on the same job. I have found the estimates on make-ready on the press to vary from fourteen hours to forty hours, and on running-time from any number of hours to double that number. On binding the figures are as bad or worse.

Now, what can we do to overcome this? We have undertaken to do several things. We are holding estimating classes, in which the figures of the estimators present are compared with the actual record on the job. We endeavor to show that certain grades of work usually require a given amount of time. The simple fact of classifying different grades has in itself brought many estimators closer together in their ways of figuring. We have prepared an estimating blank which we are trying to have adopted in all the shops, believing that many estimators differ in their results because they do not consider the same details. We have made this so comprehensive that it will apply to any ordinary job. The simple mental process of considering the various details, either noting them or rejecting them, will in time help to make an estimator more accurate in his work. We have prepared a proposal blank for our members, so that when they give a figure on a job the specifications are given also and the buyer can determine at once whether the figures given apply to the same sort of job. In other words, we are standardizing methods and even details.

Printing is a complicated business, but it is a highly necessary business, and no man who goes into it has any right to do less than make himself know it thoroughly. Business is only another word for service. A printer's best service can be given only when he himself knows his business, his possibilities, and his limitations. The Ben Franklin club is helping to give him this information.

Business to be permanent must be profitable to both buyer and seller. The greatness of Cleveland is largely due to its use of printing, showing that printing has been profitable to the buyers. It should also be profitable to the sellers. Our effort is not to get a strangle-hold on the buyers of printing, but to make the printers know their own business better, learn their costs, stop their leaks, collect the proceeds, and get a fair profit on their work, which will enable them to give adequate attention and service to their customers.

* * *

Convention of Photo-Engravers at Boston

NTIL within very recent years, all organizations of employers or masters in the graphic arts and of newspaper makers and book periodical publishers, have been rather educational and social than otherwise. Development, however, has shown that business co-operation is not only possible but necessary to desired success.

In organizing the National Press Association in 1885, we urged such co-operation as to advertising, credits, legislation, maters of trade information, and urged incorporation for that purpose but the plan was not adopted, and, while the organization has continued as an educational agency, but half has been accomplished that was planned. The American Newspaper Publishers' Association, however, adopted the ideas advanced and, of late, other organizations have in part inaugurated plans of co-operation to a greater or less extent, and the United Typothetae and the Ben Franklin Club of America maintain central offices for the advancing and carrying forward the work of these effective organizations.

At the recent convention in Boston, June 10-13, the International Photo-Engravers Association decided to employ a competent manager to direct the future work of the organization. Fees were placed at rates to supply the means for carrying on its affairs in an aggressive, profitable manner. The National Press Association will do well to follow the successful examples that have been set by other organizations. Louis Flader, who has made a worthy record as editor of the "Bulletin," the official paper of the association, was appointed to the new office with the title of commissioner.

Boston fully maintained her splendid reputation for hospitality. The delegates were met at the railroad station by a splendid brass band that conducted them to headquarters at Hotel Brunswick and played throughout the morning hours.

The first session was opened by the president of the Boston association, Mr. S. E. Blanchard, introducing the following gentlemen, who made appropriate and eloquent addresses of welcome on the part of the state, city and local organizations: Robert Luse, lieutenant-governor of Massachusetts; Hon. John F. Fitzgerald, mayor of Boston; J. Randolph Coolidge, first vice-president, Boston Chamber of Commerce and Capt. J. Stearns Cushing, president United Typothetae of America.

President E. W. Houser, Chicago

To these addresses, President E. W. Houser, responded on behalf of the International Association of Photo-Engravers as a body, and Ex-president Stiles of Washington, D. C., responded on behalf of the several delegations.

In his annual address, which followed, President Houser dealt with those subjects that have been, for the past few years, commanding the attention of members of all branches of the graphic arts and treated ably of cost accounting, standardization, labor, prices, ethics and organization. A gratifying showing was made of progress during the year. Membership, in attendance, had increased from seventy-six last, to one hundred seventy-seven this year; while the annual revenue had grown from sixteen hundred to thirteen thousand dollars, with five thousand dollars in the treasury.

Of the routine of papers and proceedings the American Printer gives the following excellent and instructive summary:

The reading of papers began at the afternoon session on Monday. "Standardization as a Means of Efficiency," was the subject of R. B. Teachenor, of Kansas City, Mo., who urged an application of the golden rule as the best means of obtaining a higher standard in the business. He declared scientific management to be a failure without the loyalty and good will of the employes.

"Material and Equipment" was discussed by J. M. Keenan, of Philadelphia, who reviewed the change from the old methods to the new and called attention to the

superiority of certain appliances and attachments and methods over ones in common use.

"Competition as We Know It" was the subject of the paper read by F. E. Andrews, of Portland, Ore. Mr. Andrews declared that quality, service and results were paramount interests to the organization rather than the consideration of fixing prices.

"Competition as It Should Be" would not show a difference of one hundred per cent in costs of operation was brought out by James L. Megrue, who urged more effort toward organization, installation of cost systems and a code of moral business principles as the means of accomplishing the end.

"Trade Abuses and Their Remedies" was considered by A. T. Mears, of St. Paul, Minn. He called for more of the "get together" spirit among the engravers and laid special emphasis on the sketch abuse. Many illustrations of impositions on the engraving interests were given.

"Efficiency the Road to Profits" was the subject of H. B. Blatchly, of San Francisco. Thorough knowledge of the business by the salesman was emphasized by Mr. Blatchly.

The closing address was made by Adolph Jahn, of Chicago, who presented the many phases of co-operation as it affects the photo-engravers' interests and urged an adoption of them.

The evening session on Monday began with a consideration of the subject of "What You Should Know and How to Find It." Edward Epstean, of New York, made an address in which he strongly recommended the Denham system. J. H. Weeks, of Philadelphia, followed with the statement that years ago he put in a system of his own and has found that it supplies his needs. He recommended that other photo-engravers do the same. Mr. Epstean opposed this view, saying that he had made the mistake for years of attempting to operate under a system of his own which he now knew to have been inadequate.

"The Cost System in the Small Plant" was the topic of an address by F. W. Gage, of Battle Creek, Mich. In Mr. Gage's opinion no plant is too small for the profitable installation of a cost system. He regards it as one of the best investments any photo-engraver could make.

"Better Prices" was the topic of an able paper by B. F. Corday, of Cleveland. Mr. Corday's firm is one which is known not only for the production of high-grade work, but for the ability of himself and his associates to get the proper price for it, and his remarks therefore carried weight.

The evening session ended with a talk on "Cost Revelations" by George H. Benedict. Mr. Benedict made a point that received quick recognition when he exhibited a halftone plate secured to the wooden block by one corner only. Pushing aside the plate, a fifty-cent piece inserted in a circle routed out underneath it was disclosed. As he held the block up it was unnecessary for Mr. Benedict to say to the photo-engravers that every time they sold a minimum engraving at the usual price a half dollar was concealed beneath the plate, the only difference between the one sold and the one held in his hand being the fact that by slipping back his plate the fifty cent piece could be extracted.

The first address Tuesday morning was "Getting Together for Mutual Benefit," by H. A. Gatchel, of Philadelphia. He dwelt upon the good that has come to the trade through co-operation among employers and recommended that the same principle be applied to the relations between employers and their employes. A better understanding on the part of the workman of the difficulties of business management could be effected by a closer association of the two departments.

"Government Statistics an Aid," by H. C. C. Stiles, of Washington, D. C., was the next address. Mr. Stiles gave some of the statistics upon abstruse subjects which are available in governmental publications, but deplored the fact that figures in relation to business that would be of great value have not been collected. This is particularly true of statistics in regard to the skilled workmen employed in various trades. He gave an interesting review of the figures collected by the government in relation to the business side of photo-engraving.

John A. Anderson, secretary of the New York Photo-Engravers' League, gave an account of the work done by the organization for photo-engraving in New York. An idea that met with the favor of the convention was embodied in the statement that the members of the league put it upon the weekly pay-roll, considering it to be of as much direct service as any department of the business.

Group of Members and Their Ladies at the Sixteenth Annual Conventio

"The Way Out" was responded to by William H. Sayward, secretary of the Master Builders' Association, Boston. Mr. Sayward has been for thirty years secretary of the association, which is said to be the wealthiest of its kind in the world. His solution of the labor problem is a union embracing both employe and employer, or as he put it, both the manual workman and the directing workman. The radical departure in the plan outlined, which has been in practice for a number of years, is that the workmen themselves fix their scale of wages, their sense of responsibility being a sufficient brake upon a possibility of their making the rate too high.

E. D. Moeng, of Chicago, made an earnest appeal under the topic of "Honesty in Business." Mr. Moeng's high standing in the business world made his address of particular interest and his arguments for strict probity in business dealings received well-merited applause.

The first paper Wednesday morning was on "The Rights of Employer and Employe," by A. J. Powers, New York. Mr. Powers is, in addition to being the head of the engraving company bearing his name, a practicing counsellor-at-law and was at one time an assistant district attorney in New York. His paper, which because of his

absence on account of illness in his family was read by John A. Anderson, was a masterly exposition of his subject.

The next address was on "The Apprentice Question," by W. H. Wrigley, Atlanta. Mr. Wrigley stated that in recent years only about twenty-five per cent of the workmen added to the various forces of the shops in his district have come through the limited number of apprentices permitted by the union. The addition of the remaining seventy-five per cent he attributed to the open shop engraving houses.

"A Square Deal for All," by S. E. Blanchard, of Boston, was the next address. Mr. Blanchard's paper dealt with the photo-engraver's relations with his customers, his competitors and his employes. He pointed out the way to a square deal for all.

The next address, entitled "Legal Technicalities and Pitfalls," was delivered by Joseph Meadon, of Detroit. Mr. Meadon will be remembered as the former editor of "The Graphic Arts and Crafts Year Book." He related an interesting experience in collecting a bill for photo-engraving through a suit in a federal court from a customer who attempted to get the work without paying for it.

Gustav Zeese, of New York, spoke on "Color Specialization." He stated that there are no secrets in color plate making. It is a matter merely of the organization of a force of the most skillful workmen, the use of the best materials and careful attention to details of production. He said also that workmen should be obliged to submit their eyes to tests for color blindness, as authoritative experiments have shown that because of the use of alcohol and tobacco eighty per cent of the men have defective eyesight. In dealing with business conditions he remarked that photo-engravers should establish fewer branch offices and do more to cultivate the field immediately at hand.

The next address was on "Photo-engraving from a Business Point of View," by C. C. Cargill, Grand Rapids. Mr. Cargill dealt with the fundamentals in management that apply not only to photo-engraving but to all businesses. He said that the young man starting out for himself could make no wiser move than first to associate himself if possible with a man who has already made a business success.

Mr. Cargill was followed by E. J. Ransom, of Winnipeg, whose subject was "The Golden Rule." He said he felt that in the principle of doing unto others as one would be done by lay the solution of the problem of making the international association a success. He regretted the program committee had not caused every delegate to give serious consideration to the topic by asking him to come with a prepared address upon it.

Louis Flader, of Chicago, spoke on "Organization." He called attention to the fact that there are five hundred and eighty-one commercial and private photo-engraving establishments in the United States and Canada, and to their helplessness individually as compared with what would be their strength if formed into strongly organized association. Action along lines of organization, he said, is an indication of sanity, for it has been demonstrated in the conduct of insane asylums that crazy persons never act in concert; when two such are found to be plotting together it is taken as an indication that they are on the road to recovery. He made a strong plea for organization among photo-engravers.

"New Illustrating Processes and Their Effects Upon the Photo-engraving Industry," by Charles S. Stinson, of Philadelphia, was the next address. Mr. Stinson gave a record of recent achievements in the progress of the art and an optimistic phophecy of what may be expected in the near future.

S. C. Buckbee, of Minneapolis, John Baird, of Kansas City, Mo., and Paul Hammersmith, of Milwaukee, spoke on "The Necessity and Advantages of Standard Selling Prices." Mr. Buckbee emphasized the necessity of installing a cost system to provide a basis upon which to compute selling prices. Mr. Baird said he finds difficulty in understanding how some photo-engravers can advocate the advantages of the cost system and then quote prices such as he has to meet in competition. Mr. Hammersmith felt that the Benedict plan of charging a square inch price plus a minimum amount for first cost offers the best solution of the selling problem.

The election of officers, which occurred Wednesday afternoon, resulted as follows:

onal Association of Photo-Engravers at Boston, Mass., June Tenth to Fourteenth.

President: E. W. Houser, Chicago.
Vice-president: L. B. Folsom, Boston.
Secretary: Edward Epstean, New York.
Treasurer: John C. Bragdon, Pittsburg.

Executive committee, in addition to the officers: James L. Megrue, Cincinnati; H. B. Blatchly, San Francisco; H. A. Gatchel, Philadelphia; George Brigden, Toronto, and Fred W. Gage, Battle Creek.

The entertainment provided was lavish. It began with a reception and luncheon at the Boston Art Club tendered to the ladies on Monday afternoon and personally conducted sightseeing parties to points of interest on Tuesday and Wednesday mornings. Tuesday afternoon there was a steamboat ride and shore dinner at the Hotel Pemberton at Hull in which both ladies and gentlemen participated, followed by a ride around the harbor and return to Boston early in the evening.

Wednesday afternoon an automobile ride through Boston and the suburbs, with a stop at the Brae Burn Country Club for tea for the ladies, and a reception and banquet in which all participated at the Hotel Vendome in the evening were provided. L. B. Folsom was toastmaster at the banquet. Fred W. Gage, of Battle Creek, gave a toast to "The Ladies" which was responded to by Mrs. Wright on behalf of the ladies of Boston and Mrs. Miller on behalf of the visitors. Ward M. Tenney, of Boston, the first president of the association, in his

of Max Levy of Philadelphia, who was prevented by illness from being present. Short talks were made by President Houser, Secretary Epstean and Messrs. Blatchly, of San Francisco; Andrews, of Portland, Ore.; Brigden, of Toronto, and Ransom, of Winnipeg.

The convention was scheduled to close with the banquet Wednesday evening, but so great was the interest shown in the discussion of the price question that an additional session was held Thursday morning, seventy-one members staying over to take part in it. The result was the passage of the following resolutions:

Inasmuch as cost records prove conclusively that the prevailing selling prices on our product are materially below the manufacturing cost, this convention hereby makes the following recommendation to all the members of the International Association and photo-engravers generally throughout the United States and Canada with regard to black work:

That the minimum square finish copper halftone should not be sold for less than $2.50; that the minimum zinc etching should not be sold for less than $1.25; that the minimum coarse screen zinc news halftone should not be sold for less than $1.50.

Further, that for color work the minimum charges should be as follows:

Minimum two-color square, $16.50; minimum two-color vignette, time work for vignetting, etc., extra minimum charge, $20; minimum three-color square, $30; minimum three-color time work for vignetting, etc., extra; minimum charge, $35. Minimum four-color square, $35; minimum four-color vignetting, time work for vignetting, etc., extra, minimum charge $40.

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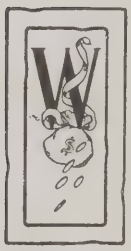
Foretastes of the Journeyings of the Editors Through South Dakota



WHILE it has been decided to reserve the routine account of the convention of the National Press Association and of the instructive travel, following, through South Dakota, it is a pleasure to give a little foretaste of the welcomes and pleasant words spoken and the inspiring pleasures enjoyed.

At Deadwood, as at other cities, the editors were entertained with a banquet followed with speeches by both hosts and guests. On this occasion among other local speakers introduced by the toastmaster, Mr. Franklin (an appropriate name for such an occasion), was Rev. Marshall F. Montgomery of the Episcopal church. The toastmaster said: "The next person upon whom I shall call, wears, I notice, the garb of a priest and so being, possibly he may be embarrassed from diffidence or perhaps because unaccustomed to speak without a text, I will give him a text from the Holy Book and ask Rev. Marshall F. Montgomery to tell us what exact spot Jacob was referring to when he said 'Surely the Lord is in this place, this is none other but the house of God, and this is the gate of Heaven'." Gen. 28:17.

Rev. Montgomery responded as follows:

Mr. Toastmaster, ladies and gentlemen of the National Press Association: Speaking about our continual praise of the Black Hills, reminds one of the young Englishman who came to America, and like most young Englishmen, brought with him his egoism and imaginary importance. There was no band to meet him at the dock, no one in New York seemed to know or care a rap for him. He wandered up Broadway alone, jostled by the immense crowd of hurrying, scurrying people.

In Central Park he found himself seated alone upon a bench with no one to pay the slightest attention to him, no not even Pat, who was sitting on a bench opposite, contentedly smoking his pipe.

Unable any longer to endure this utter indifference to his existence he began to walk back and forth, muttering curses upon the land and everybody in it; finally stopping in front of Pat he exploded into a tirade. "Deuced rotten people these Americans, beastly unsocial, don't you know? I've been here all day and not a soul has spoken or taken the least notice of me. By Jove! perhaps they do not know who I am. I am Sir Arthur Harcourt, Sir! that's who I am. Sir Arthur Harcourt, Knight of the Golden Eagle, Knight of St. George and the Dragon Knight of the Iron Cross. Knight of the Bath. Knight of the Garter. Knight of St. Andrew and Scotland. That's who I am, Sir. And who might you be, Sir?"

Pat looked at the blue eyed Saxon, arose, knocked the ashes out of his pipe and replied—"I, Sir, am Pat Murphy, night before last, night before that, last night, tonight, tomorrow night, every damn night, Pat Murphy."

And so we—last night, tonight, tomorrow night, every day and night—sing our Gloria Tibi and Gloria Excelsis, for the blessings vouchsafed in the Black Hills of South Dakota.

And why not? That the United States of America is God's own chosen land and nation no student of history can deny. And the Sanctum Sanctorum of God's beloved land, the place where, in the cool of the day, God walks under the trees, and keeps His tryst with man is, the Black Hills of South Dakota.

"God moves in a mysterious way His wonders to perform," are the words which introduced Cowper's famous hymn, but in no place does the truth of this hymn show itself more clearly than in the world's preparation for America.

Wonderful was the unfolding of God's plan and purpose in creation—from a condition described as—"Without form and void, and darkness upon the face of the deep" to a world of beauty prepared for men.

Wonderful; the gradual uplifting of humanity from ignorance and weakness into intelligence and strength. The development was slow but sure.

Visions of mighty empires arose, great triumphs in art and literature, but the deepest moral degradation. Many times the Psalmist's cry went up—"Bow Thy heavens, O Lord, and come down; touch the tops of the hills and they shall smoke." The mountains like the uplifted hands of the great earth in its prayer, "Bow Thy heavens, O Lord, and come down, touch the hills with Thy divine fire, and they shall smoke," but the answer through the long ages was—"Mine hour is not yet come."

The development kept steadily on. Great nations arose, crumbled and fell.

Rome reached the height of power. Roman roads knit the civilized world together. One language became the aqueduct for the mutual current. Commerce introduced one nation to another. But great as was Rome, with its boasted culture, power, riches and elegance ruled the world. A dictator was despot, cliques and parties swayed scepters of violence and oppression. Might made right.

Rome tottered and fell, only to be followed by a greater menace to individual worth, personal manhood and liberty, in an ecclesiastical power. Priest-craft ruled, and ignorance, bigotry and superstition thrived.

The feudal system begot serfdom. Devilishness invented the inquisition. The old world wallowed in blood and for the cry of individual worth, personal manhood and liberty of mind and heart and conscience, the answer seemed to be—"Mine hour is not yet come."

But the superstition expended itself in the crusades. Ignorance received a staggering blow through the invention of the printing press.

response to a toast read some remarks by Mr. Dooley on photo-engravers in general and at conventions in particular which those who heard it suspected was from the pen

The psychological moment had arrived. But how was the advance possible? The old world was reeking with the fumes of past corruption. The stench and dead and decaying bigotries and superstitions, like heavy banks of fog rested upon hill top and valley. The very ground was wet and slippery from the blood of inquisition victims.

Now the divine plan appears. With a stroke of omnipotence the thick sabled curtains of obscurity are pushed aside, and with a flash like the sunburst of a divine splendor America sparkled the seven-fold attributes of freedom and liberty in a glorious rainbow of hope.

That America is a divine creation is seen most strongly in the fact that all peopled nations and languages are absorbed and remolded into a unit.

Never has such a miracle been seen before.

Looking abroad you will find that a colony of Polanders may be transplanted into Russia, they may live there generations and centuries, but to the last they will be Polanders, in heart, sympathy, manner and dress.

A German may be transplanted into France, but he will ever remain a German and the French colony in Germany will to the last retain their French ideas, manners and customs.

The Armenian in Turkey will ever remain an Armenian, hostile to the last, hating and being hated by the Turks.

But watch the ships pouring their cargo of human souls upon the shores of America. They come from north and south and east and west. From every nation and province under the sun. A few months later walk down by one of those wonderful institutions of this great country, called the public school. There you will behold the child of this new immigrant bounding down the broad stairs singing at the top of his voice as he waves a little flag of stars and stripes—"My country, 'tis of thee, sweet land of liberty, of thee I sing."

Some months or years ago, a magazine published a story of a United States senator returning from Europe. On the same boat were several hundred steerage passengers, fugitives from the tender mercies of the "Little Father" in Russia. The senator went through the steerage, he noted the dirt and squalor and he saw the marks of poverty and ignorance on the faces of those would-be citizens—and his gorge rose at the sight. He went to his stateroom, and sketched out a bill restricting immigration, and wrote the speech with which he intended to launch that bill in the senate. Then came the word that land was in sight. American land. Up from the steerage came that dirty, ragged, unkempt mob; pointing, crying, jabbering; and then they gathered around a patriarchal leader, and haltingly, stumblingly, began to sing a Yiddish translation of the "Star Spangled Banner!" They had the banner itself, made in the steerage on the way over, with stripes and stars askew; but the symbol of the liberty of which they had dreamed. And as the senator tore up his speech and dropped the fragments over the side, the old patriarch lifted his hands, and seemed to be offering a prayer. "What is he saying?" asked the senator; and someone who knew made answer:

"Now lettest Thou thy servant depart in peace, for mine eyes have seen salvation!"

Westward and westward rolls the tide of Divine blessings, spreading over hill and filling valley, until the words of the Almighty by Joshua seem applicable to us saying—"I have given you a land for which ye did not labor, and cities to dwell in and vineyards and olive yards and houses full of good things."

Turn to the right and turn to the left, look north and look south. See these vast prairies stretching out upon the horizon. How, like an ocean swell in their abundance. Harken to the cattle calling from a boundless area of rich pasture. Gaze upon the network of iron rails pressed down by miles of stunning, rushing, busy cars carrying bread and meat to all the world. What vast armies marching this way. "Men and boys, the matron and the maid." One moment the lone pioneer resting upon the virgin soil, gazing at twilight from a pillow of stone into a firmament of twinkling stars, he awakens at dawn to find himself in the midst of a busy town. Can there be a scene of greater wonderment. Any vision of divine splendor revealing a heart of love. Yes! a thousand times, Yes! for we have only passed from the portico into the nave.

This wonderful land is God's temple, of which South Dakota is the chancel, and more sacred than the Matterhorn for each worshipping Coleridge we gaze upon the Holy of Holies realized in the Black Hills. Behold the foundation of rock, pavements of clouds rising like marble steps to the altars of snow. Altars draped with the trinity colors of eternal green; and overhead the twinkling stars as altar lights softening the choir music of the running streams which chant the sacred anthems of God's eternal love.

No wonder "we love her rocks and rills, her woods and templed hills," no wonder "our heart with rapture thrills like that above."

O yes, these hills are rough and rugged, pitted and scarred, deep the gulches, high the rocks. Ragged the tops and rocky the bottom, but these rough and rugged, pitted and scarred, ragged and jagged hills are lined with gold gems fit to deck the purple of an eastern potentate, lie hidden beneath the surface. And so these hills become the types and symbols of the humanity that dwell among them. Rough they may be, these men of the hills, rugged, pitted and scarred, but as the hills among which they dwell, their hearts are of gold, and kindness, gentleness, tenderness and love, are the outward and visible signs of jewels within. Heavenly virtues are acquired from heavenly surroundings. Like a dew drop sparkling upon the petals of a rose, like a diamond sparkling within a casket of jewels, the Black Hills of today are crystallized into our beautiful city of Deadwood.

Gone the wild beasts and beastly instincts; gone the landmarks of lust, selfishness and crime; gone the blood and thunder of Wild Bill days, and Calamity Jane; gone the cesspools of vice, the human vampires, the degrading sirens; gone the debauchery of drunkenness and gambling. No lily of the field graced the meadows of Palestine, with greater fragrance; no pool of Siloam mirrored God's heaven clearer than the Black Hills of today reflect the virtues of advanced civilization, culture and morality.

Schools, churches, clubs, libraries and art museums develop our young men and maidens into strong minds, great hearts, true faith and ready hands.

"Men whom the lust of lucre does not kill;
Men whom the spoils of office can not buy:
Men who possess opinions and a will;
Men who have honored; men who will not lie;
Men who can stand before a demagogue,
And damn his treacherous flattering without winking;
Tall men, sun-crowned, who live above the fog,
In public duty, and in private thinking."

Go then, ye Sir Launfals, of the National Press Association, in search of the Holy Grail.

Go publish glad tidings, for your quest is o'er.

Go, herald abroad the spot where the chalice of God's love has overflowed and mingled with nature.

Go, but come back soon, for we wish you to share

with us the joys of heaven, in the Black Hills of South Dakota.

It is not strange that, stirred by such eloquence, and enchanted by such surroundings as are graphically described, many members of the visiting party took to the writing of inspiring lines, as witness the following:

"IN THE LAND OF THE DAKOTAS"

By Estelle Ryan Snyder of Chicago

I see a country rich and fair,
God's choicest gift, beyond compare,
Where fertile fields of growing grain
Are wet by showers of needed rain;
Rock ribbed hills silhouette the sky
Where whispering breezes softly sigh
Thro lofty groves of great pine trees
That waft their fragrance in the breeze.

'Tis not so many years ago
That red men ruled the plain below,
Where now the cattle roam at will
O'er valley, dale and fertile hill;
Majestic cities now I see
In place of camps that used to be,
Prosperity on every hand,
Thanks be to God for such a land.

I speed on to the glen below
Where meadow grass and wild rose grow,
A startled reed bird soars—is gone,
In breathless haste I follow on;
A wondrous canyon lies before,
Awestruck, I falter at the door,
I bow my head with reverend mien,
A fairer picture ne'er was seen.

I hear the ripple of the stream,
The leaping trout—its silver gleam;
Boulders thrown by giant hands,
Grim sentinels in silence stand,
A picture made by hand divine,
God's masterpiece for all mankind.
A psalm of peace it comes to me,
A priceless pearl—my Rosary!

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THE TEACHERS OF JOURNALISM

The National Press Association was honored, at its convention, this year, by the presence of the teachers of journalism, several of whom were on the program and delivered able addresses. One of these addresses appears in this issue and others will be printed in our August issue.

A separate meeting of the national organization of the journalistic professors was held at four o'clock p. m. Monday in a parlor of the Hotel Sherman. It was the second annual convention of the organization. Walter Williams of the School of Journalism of the University of Missouri presided. Among those in attendance besides the presiding officer were: Talcott Williams of the Pulitzer School of Journalism of the Columbia University of New York City, F. W. Scott of the University of Illinois, F. W. Beckman of Iowa State College, N. W. Barnes of De Pauw University, E. T. Sheridan of the University of Washington and J. W. Piercy of the University of Indiana.

These gentlemen left the impression, by their erudition and earnest conversation, upon all with whom they met, as well as upon their hearers by their public addresses, that the new schools of journalism of the United States are ably named, supplied with teachers of ability, learning and zeal.

Address of President R. E. Dowdell

DURING the twenty-six years' history of our association we have met in cities beautiful, in cities historic and in exposition cities. We are met today in America's second city in commercial importance, a city destined, in the opinion of many of our members, to become the greatest commercial center on the American continent. Amid the hustle and bustle of her commercial activities we find among her citizens kind hearted, fraternal men and women who have given freely of their time and store to fit up this splendid assembly room and provide conveniences for our pleasure and comfort. On every turn we are met with the glad hand, pleasant smile and kind words. Things worth while, acts that will leave pleasant memories of the great mid-west metropolis and fond recollections of the donor so long as life shall last.

Retiring presidents of this association have delivered addresses since its foundation. Some have written at length, treating upon all phases of the printing business as well as journalism, from a study of which many valuable lessons could be learned by the practical printer and newspaper man. Were I to indulge in anything of an instructive nature along those lines it would be presumption on my part, and I would feel the sting of self-condemnation, knowing as I do that I would be guilty of trying to convey to others whereof I was not myself possessed. The cost congress we are all passing through is an excellent substitute for an address on that phase of the business.

For ten years past I have felt that I did my share as a member of the association to promote our interests, and while I do not believe in apologies, I just want to confess that a strenuous life the past year has rendered it almost impossible to reach that degree of perfection as president which I had hoped to attain, and which you had reason to expect. But out of the fullness of your hearts I know and feel that you will overlook my shortcomings, receiving, as I now give you, my pledge to strive in the future as I have in the past to make ours the most useful and honored national association in our land.

It is meet that we have assembled in this city just at the close of one of the most wonderful political conventions ever held under the blue dome of Heaven, and just as another great political convention is being held, as from their deliberations many lessons can be learned that may prove of great benefit to the members of this association.

Political leaders and the metropolitan press are still striving to weld and strengthen partisan ties. But, thanks, to an awakening public conscience, the people are coming into their own, and, with the aid of the inland dailies and rural press, are about to be united in a battle royal regardless of past party affiliations, and wielding the weapons of popular election of senators, preferential choice of presidents, primary elections and recall of unfaithful servants, the corporation owned, so-called metropolitan press with its hireling editors, as well as the grafting political manipulators, which have brought the two dominant parties close to the border line of shame and disgrace will have to seek new fields for operations. God forbid that any member should construe my remarks as partisan or political, as trying to bolster up either of the old parties. The great majority of each party are honest, but, as I have said have been misled and misguided by the influences above referred to. Under the new and changed conditions the class of editors who make up this association, who write what they feel and believe, are going to name, as well as elect, men to state and national positions. With the decline of the corporation-owned press and the salaried writer will come the growth, power and influence for good of the rural press.

If this association is to grow in influence, in numbers, in prominence, it must stand for something first handed. Our subscribers belong to the great bread-winning, producing, laboring classes. It is from their toil we obtain the funds for our perpetuity.

We must not permit publications supported by special privilege to name men to govern our subscribers and ourselves. Special privilege is destructive of their interests. A noble peasantry cannot maintain in a nation where special privilege is tolerated. That this nation is to be governed for years to come by parties is no doubt the

opinion of most men present. We should not leave our party unless that party refuses to stand for the principles which we believe redound to the best interests of the great mass of citizens of this nation, as God gives us the light to see those principles and their interests.

It is a grand good thing that most of us are optimists. We believe in the ultimate triumph of right. We believe that changes which are so rapidly being brought about in our political and economic life will bring great good, and I trust my brothers and sisters that you with me can readily see that to the class of editors who own their publications and control the editorial columns will insure the greatest benefits from those changed conditions, and that it is up to us to seize the opportunity, and make this association the oracle to which the producing millions of America will look for guidance. Do this, and we will never again witness the holding of a national convention of the character of the one just closed nor the one now in session.

The American people are entitled to nominate their own candidates for president, and if we do our full duty before the year 1916 has rolled around every state in the union will have enacted a law giving to its citizens the right to express their individual choice of candidates. In that day a candidate for president touring the states of this nation in a special train financed by special privilege would be foredoomed, and the denial of J. P. Morgan and his cohorts on the one hand would be as fatal to the interests of their candidate as is the confession of George W. Perkins and his cohorts of the harvester and steel trusts to the interests of theirs.

We all rejoice that a permanent school of journalism has been established. An institution which, in our opinion, will have more to do concerning the weal and woe of our citizens than any established in the past decade. At the head of this institution in the sister state of Missouri is our dearly beloved past president, Walter Williams, a man highly educated, a student of government, a man versed in history not only by scanning pages but best of all by travel, a man who has noted the rise and fall of nations and the ceasing of tongues, but has also noted the causes which produced their decline and fall. May we not look to him to take the initiative step in injecting into the next program subjects to be discussed at the next meeting of the national council and the next convention of a nature so important to this country that the press of the city in which we meet will acknowledge our presence and studious citizens hail with joy our defense and promotion of the common good of the common people.

The selection at this time of a committee of three or five of which Dean Williams should be one, for the purpose of deciding upon a course of action to be pursued in the future, would in our opinion be one of the steps necessary to insure the future growth and enlarge the scope of our usefulness. Time was when the discussion of economic questions was looked upon as partisan politics. But that day has passed and good citizens today are interested only in organizations and men in public life who stand for something and are not afraid to state the principles for which they stand.

Should this committee on program with the aid of the executive council while in session, decide on say three of the most important questions now forging to the front for solution and make them the topics for discussion at our next annual meeting, we venture to say it would be one of the best attended and most interesting sessions ever held, and would attract the attention of thinkers, writers and statesmen on both sides of the Atlantic.

For a quarter of a century by the use of purchased oratory, paid editorials and the aid of senators conveniently "put over" the American voter has been plunged biannually and quadriannually into the fog of an unsolvable tariff question and the riddle of the frenzied financier to such an extent that it is going to take the united efforts of the loyal citizens of our country who believe in the rule of the people, aided by the best efforts of the independent press, to restore this back to a government of, for, and by the people in lieu of a government of the people, by the courts for the trusts, to which it has so dangerously near approached during the past decade.

All thoughtful students of national life are willing to admit that the man or association of men who control the issue of the units of measure called dollars are monarchs of all that toil produces. In comparison with such control the question as to whether we are to have high tariff or low tariff, reciprocity or anti-reciprocity, or whether certain United States senators hold an elective or purchased seat sinks into insignificance.

That the solution of the financial system in the interests of all the people instead of a favored few is the paramount issue to be solved in this nation is today acknowledged by all, save the beneficiaries of the coveted centralized control.

What would be the consternation in Wall street circles if the above suggested committee were to prepare and submit for our adoption at our next convention a resolution demanding the repeal of our asset currency law under the provisions of which the specially favored few are permitted to issue circulating medium in the amount of seventy-five per cent of the face value of assets which have been watered to the tune of from two to four hundred fold. Add to that consternation that which would follow the adoption of a resolution praying for the submission by congress by referendum vote a law which would open the doors to Uncle Sam's vaults to the deposits of unwatered state, county, municipal and school district bonds to be approved by him and upon which assets he would issue the full face value in lawful money exacting only the same terms now given to the special few, giving to the burden-bearers who must pay the excessive interest now charged the millions now wrongfully given the specially favored.

In the demand for the initiation of such a law, we are asking no favor for the citizen individual nor for trusts nor corporations, but asking that public credit now granted a favored few permitting them to exact dividends and interests upon watered stock be withdrawn and extended to those who bear the burden of public improvements on the terms now granted these few. Is there anything wrong about such a change? If so, who suffers the wrong? Does any man know of a better class of securities when passed upon by Uncle Sam? Does any man know of a class of citizens more worthy to receive the benefits than the men and women who bear the burden of public tax?

Give to our states, counties and municipalities an opportunity to obtain the funds to make public improvements upon the terms suggested, and this country would blossom like the rose, labor would be fully employed, we would have a currency that no set of men could corner and periodical panics, the greatest menace to legitimate business, would be a thing of the past, and statesmen instead of politicians would fill our legislative halls. Brothers, these changes are to be wrought and why not make this association the initiating force to bring them about? Naturally enough I would have chosen to treat this gathering as a sort of mutual admiration society and extol the virtues of our profession, and pay tribute to those worthy members of whom we have so many, who have done so much for our association and to whom I personally owe a debt of gratitude, but I chose to present the above thought for the consideration of our members in the hope that out of the discussion of the thoughts presented may evolve a plan that will finally make this association what we so much desire it to be, the most highly respected, influential, non-partisan organization in the land, known as a staunch defender of right and justice.

To Mr. Parrott, our genial secretary, and his able assistant, Councilman Schlosser, too much credit cannot be given for their untiring efforts to make this, our twenty-seventh annual meeting, the grand success it is proving to be.

When we have finished the work of this session and enjoyed the hospitalities of the citizens of this city and of the state of South Dakota, let us return to our home associations more determined than ever before to make a campaign for additional members and additional interest in our respective states, inspiring those with whom we come in contact with the belief and the assurance that this association is to become the leading force in the building of our reconstructed national life.

✝ ✝ ✝

"ONE OF THE BEST PAYING MEDIUMS"

Alma, Mich., June 14, 1912.

National Printer-Journalist, Chicago, Ill.

We are very much interested in the issues of the National Printer-Journalist, and we believe it to be one of the best paying mediums that we employ.

MILLER SAW-TRIMMER CO.
By E. A. Holmes.

A NOTABLE EXHIBIT OF PAPER AND ADVERTISING

During the recent convention of the National Press Association, held at Chicago, J. W. Butler Paper Company maintained an extensive and exceedingly interesting display of paper and advertising. An exceptional showing of appropriately printed specimens of paper was made.

Specimens of wood and rag pulp, in various stages of manufacture from the raw material to the finished product, were contained in glass jars so that they could be closely examined by printers and publishers, most of

whom were greatly interested in learning how paper was made, and what the price and quality of different papers depended upon.

The main room was handsomely decorated with original drawings and paintings of the firm's magazine advertisements. At one end of the room was a seventy-inch roll of print paper, around which were ingeniously arranged a great number of the daily and weekly newspapers for which the Butler Paper Company supplies the stock.

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The St. Louis branch of Barnhart Brothers & Spindler moved into larger and more commodious quarters, occupying the five-story building at the corner of Third and Locust streets (401-403 N. Third street) on July 1.

This building was formerly occupied by the Con P. Curran Printing Co., and is being thoroughly overhauled and remodeled for the use of Barnhart.

The location of the building is well adapted for type foundry and printers' supply purposes, as it is in close proximity to several of the leading printing concerns of St. Louis: Woodward & Tiernan Printing Co., Buxton & Skinner Printing Co., Samuel F. Myerson Printing Co., Skinner & Kennedy Printing & Stationery Co., Hellmich Bros., A. R. Fleming, Mangan Press, Kutterer-Jensen, and others being within a short distance.

The upper floors of the building will be leased to printers. The decision of Barnhart Brothers & Spindler to remain on Third street will influence paper, ink and other supply houses to locate in the eastern part of St. Louis, known as the levee district, making this district the printing and printing supply center of St. Louis.

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The exhibit of printing office machinery, material and specialties given at the Sherman House, Chicago during the meeting of the National Press Association, June 24, 25, 26 and 27, was one of the most noteworthy and complete that printers have had the opportunity to inspect. The first floor of the Sherman House was taken possession of by some thirty-five energetic exponents of the allied trades, and every foot of the space was full of interest. It was particularly noticed that the exhibits made a point of labor-saving, time-saving and space-saving equipment, being thus in line with the tendency of the times in the printing trade. One of the most complete exhibits was in the Grey Room where Barnhart Brothers & Spindler had a line of steel composing room furniture covering practically all the requirements of an up-to-date office. Foreman's desk (all steel), steel cabinet, steel bank (reversible), linotype matrix and copy holders.

We learn that large space has been taken in the same place for an exhibit along similar lines, for the members of the National Typothetae who are to hold their annual convention in Chicago, September 3, 4, 5 and 6.

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ILLINOIS PRESS ASSOCIATION MEETS

As announced, the Illinois Press Association met this year at Hotel Sherman in connection with the National Press Association and enjoyed the extensive program. A separate session, however, was held for the transaction of business at which the following officers were elected for the ensuing year:

President, George W. Hughes of the Clinton Register; vice-president, Charles B. Mead, Geneva Republican; secretary, Joseph M. Page, of the Jerseyville Democrat; treasurer, S. J. Porterfield, of the Cullom Chronicle. J. M. Sheets, of the Oblong Orator, and Charles W. Warren, of the Hoopeston Chronicle were chosen members of the executive committee.

Mr. Hughes is one of the old and faithful members of the association and a very frequent attendant as a delegate on the conventions of the National Press Association. He is one of the successful newspaper men of the state and interested in his work and in the calling. He is already making plans for the increased membership in the association and larger attendance upon its conventions.

✣ ✣ ✣

"How to Build Up a Town," or the country, for that matter, is always a live question in a newspaper office. "Building up" is the mission of the press and success therein brings permanent prosperity to the paper as well as good will. There should be no room in a newspaper for tearing down, except it may be of those things that are evil and stand in the way of purity, justice, progress and prosperity, and then discretion, kindliness and good judgment should be used. "How to build up a Town" is pretty well told in "City Beautiful" in this issue.

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THE WETTER — THE STANDARD OF THE WORLD
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Will contain the Proceedings of the National Press Association and the remainder of the valuable practical papers read and discussions had at the convention, and at the Ben Franklin Club of America, together with departments of "Job Review," "More Work Through Publicity," "Notes and Points," and "Among the Associations," Editorials and special articles.

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National Printer-Journalist, 4618 Ravenswood Park, Chicago, Ill.

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WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—35x52 Cottrell & Babcock two-revolution, four-roller, air springs, tapeless table distribution, $350; 42½x56 Campbell Economic, two-revolution, four-roller, table distribution, air springs, impression trip, front fly delivery, $400; 40½x56 Campbell book and job, two-revolution, four-roller, table distribution, wire springs, front delivery, $450. These machines are not overhauled and therefore not guaranteed, but they are in running order and can be seen operating here. BARNHART BROS. & SPINDLER, Type Founders, Chicago.

FOR SALE—Fully equipped printing, embossing and Air Brush plant. Latest style machinery. Very low operating expenses. Located on the Mississippi river. A rare opportunity. Address D. A., care National Printer Journalist, 4618 W. Ravenswood Park, Chicago.

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FOR SALE—One Canadian Linotype, No. M.3204, in good condition. Sydney Post Publishing Co., Sydney, Nova Scotia, Canada.

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FOR SALE

FOR SALE—One Cox Duplex Printing Press. Prints 4-6-8 pages. Overhauled and rebuilt. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Pony Straightline Press. Prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

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FOR SALE—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12 pt. matrices, Rogers Tabular Attachment. Address "Bargain," care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago.

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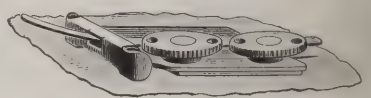

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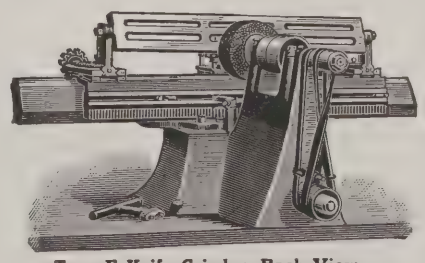

Type E Knife Grinder, Back View

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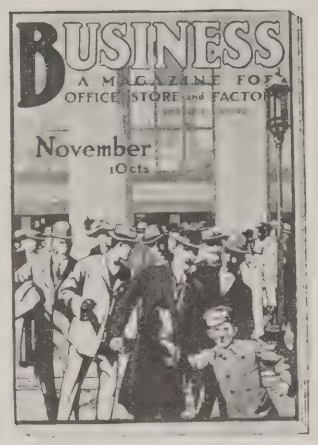

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STATION X - - CHICAGO

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The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

NATIONAL PRINTER JOURNALIST

CONSERVATION IN PRINTING AND NEWSPAPER MAKING

VOL. 30 CHICAGO, ILL. NO. 8

4618 RAVENSWOOD PARK

AUGUST

1912

FACTORIES

OF THE

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78 Twentieth Street
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Manufacturers of Printing and Lithographing Inks
of the Highest Quality

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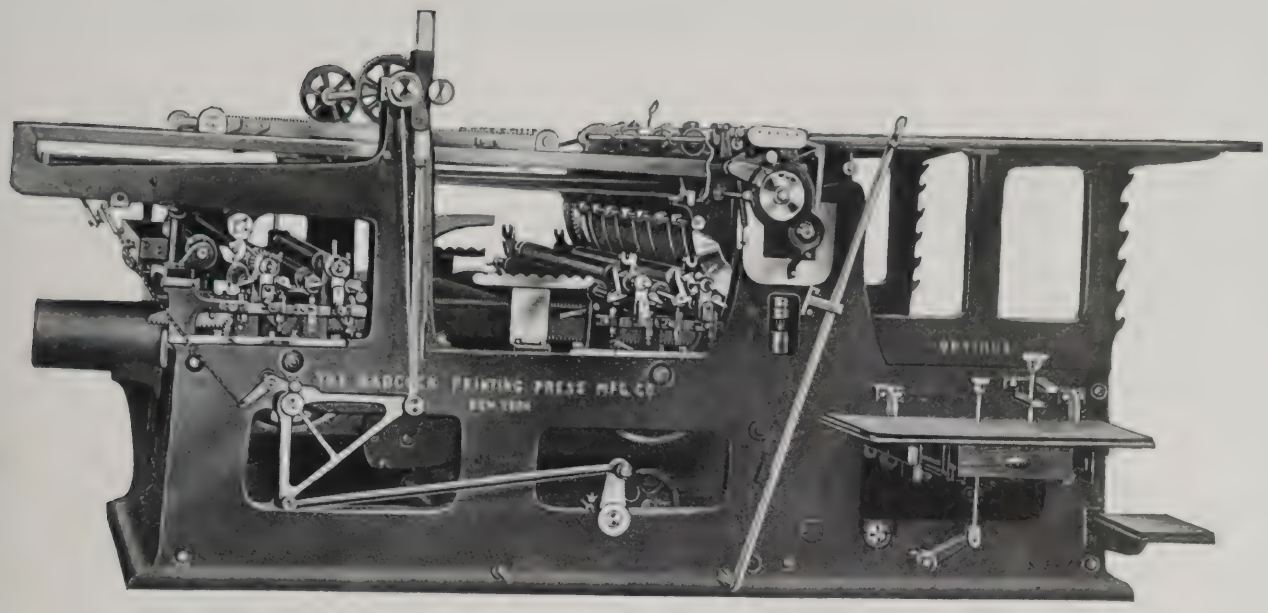

THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS, KANSAS CITY, OMAHA, ST. PAUL, SEATTLE, DALLAS, WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

The Babcock Optimus
The Babcock Optimus

Following each other, the Optimus and the — salesmen had been called into the buyer's presence several times, until finally the Optimus man was told, "I can't decide between the two machines; I'd like to buy both. How shall I settle it?"

"Now, Mr. Buyer, you know that all composition rollers on the Optimus are interchangeable; any one of them can be used anywhere, on form or table, as ductor or rider. It is a great saving and convenience. Can it be done on the —?"

"No; it can't."

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"No; there isn't."

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"No; it hasn't. I now know which press I want. Make your contract and I'll sign it."

The above was an actual occurrence. It can happen often to the advantage of buyers.

The Optimus has other exclusive features fully as profitable to its owners.

SET IN AUTHORS ROMAN

NOTICE.

This Company is the originator and creator of the Linotype art, and all existing Linotype machines are built under its patents. All Two-Letter Linotype machines are covered by patents of this Company having a number of years to run.

Any Linotype machine using Two-Letter Matrices, Multiple Magazines, or other improvements which place the present day Linotype far ahead of the earlier machines, cannot be used without the permission of this Company.

Any person or persons counterfeiting or imitating our machinery, or persons using such goods, will be held strictly accountable in the courts.

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Small Plants Save as Well as Large Ones

by using

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Model 10
Single Magazine Two-Letter Linotype
$2,250

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Barron, Wis.

Mergenthaler Linotype Co.

The Model 10 has now been in use in this office about three months and is giving thorough satisfaction. It is used not only on straight matter for the paper, but for job work, blanks, and dozens of small jobs which were formerly all hand work. An 11x14 blank which came in in a rush was put on the machine and in a little over an hour all the lines were cast and it was made up and on the press in another hour. I doubt if it could have been put up by hand inside of 6 or 7 hours. All this in spite of the fact that I had had no previous experience on the Linotype.

Yours respectfully,
W. F. Durnal.

The Linotype Way Is the Only Way

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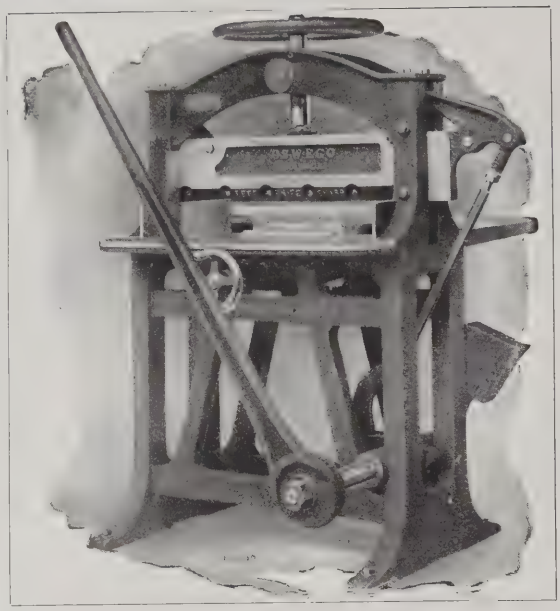

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CUTS LIKE CHEESE AND DOES NOT RACK YOUR BACK

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A new device on *Oswego* Cutters that makes the final cut a pleasure.

No jumping on the lever to get the knife 'way down.

Note the new straight girders, taking all the strain direct against the frames.

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Then use money making equipment—equipment that eliminates waste at every turn—that cuts out all unnecessary labor—that not only makes it possible, but *easy* to turn out more and better work—equipment that reduces your costs to the lowest possible point and that extracts *all* the profit—the very last penny—out of your work. The best and surest way to do this is to

Use Rouse Time Savers for Printers

Lead and Rule Cutters	Mitering Machine
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that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

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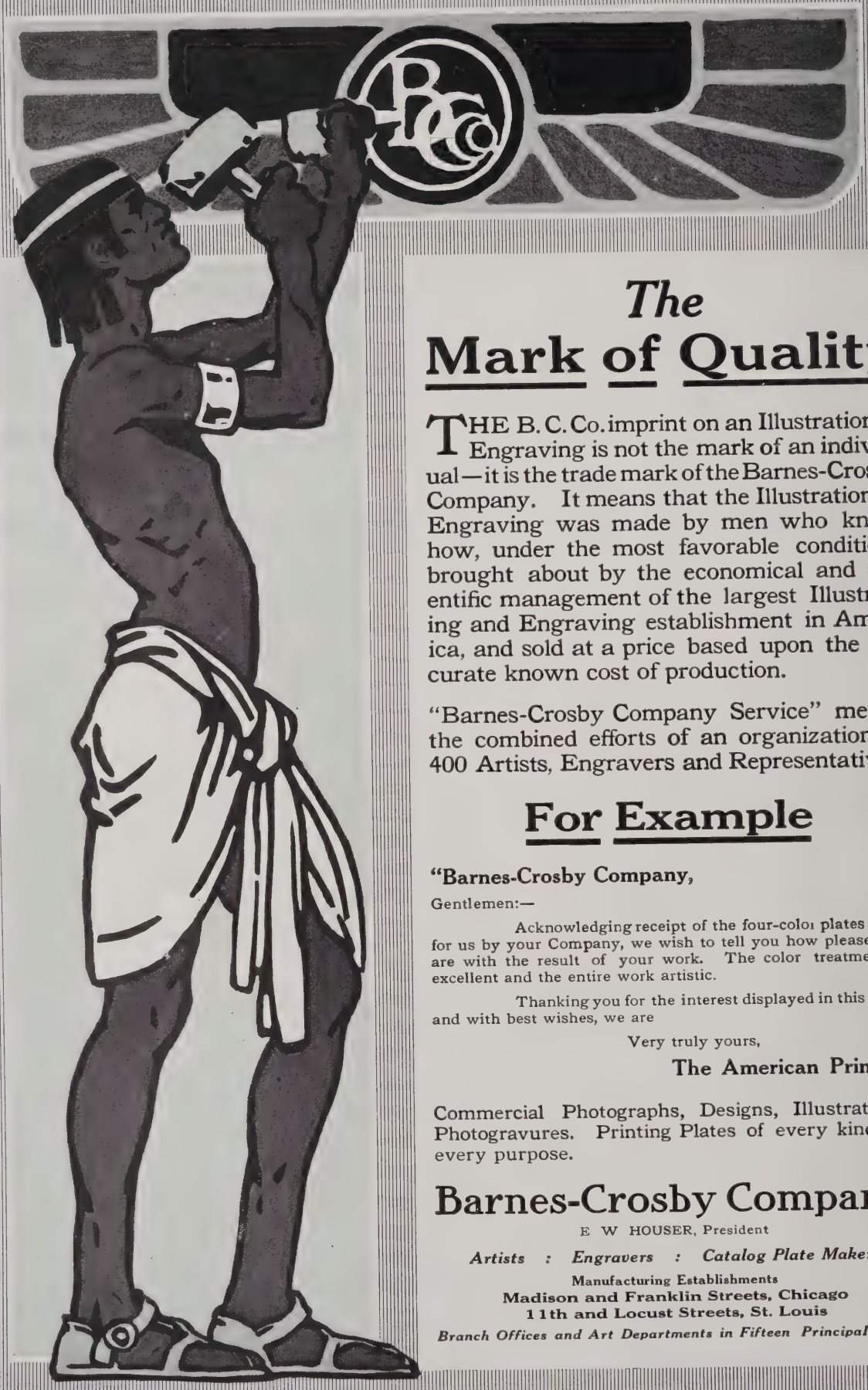

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Thanking you for the interest displayed in this order and with best wishes, we are

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ESTABLISHED 1872

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ATTRACTIVE TYPE & ARTISTIC RULES

OUR PURITAN SERIES, in which this paragraph is set, is made on standard line, in sizes from 8- to 48-point, and will be found a most useful letter for the better classes of work. It harmonizes well with many of our special rules and borders, and excellent effects can be produced with little effort. This page will suggest good uses of the products of THE HOUSE OF HANSEN

8-POINT 25A $1.05 52a $1.20 $2.25
Made of Best Quality Brass but the Opportunities

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Made in 24-inch lengths

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764	2-POINT	$0.15
765	3-POINT	.22
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767	6-POINT	.45
768	8-POINT	.60
769	10-POINT	.75
770	12-POINT	.90
771	18-POINT	1.35
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THE INDEPENDENT PRINTERS SUPPLY HOUSE

EXCLUSIVE N. W. AGENTS

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SAVES

THE COST
OF
SLIP-SHEETING

PERMITS

OF
PRINTING
TURNING
PRINTING
AND
BINDING
ALL
THE SAME
DAY

HAS GOOD COLOR

WORKS
BEAUTIFULLY

MAKES
FRIENDS

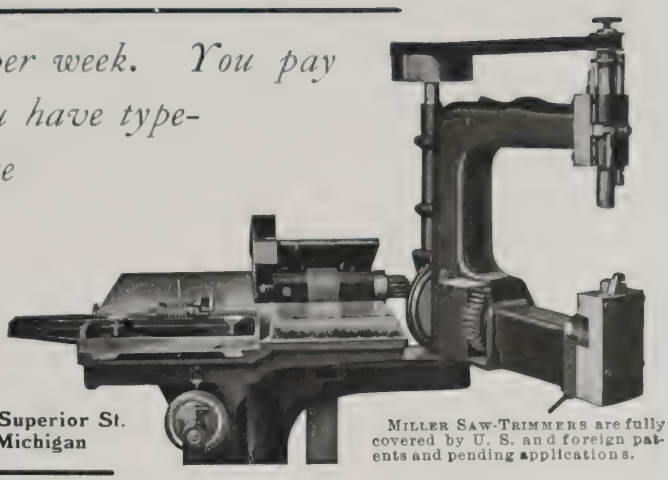
&

IS ALSO.....GOOD FOR THE

You pay printers from $18 to $35 per week. You pay office help $8 to $15 per week. You have typewriters and adding machines for office help. Why not this standardizing machine for your printers?

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co. 813 East Superior St. Alma, Michigan

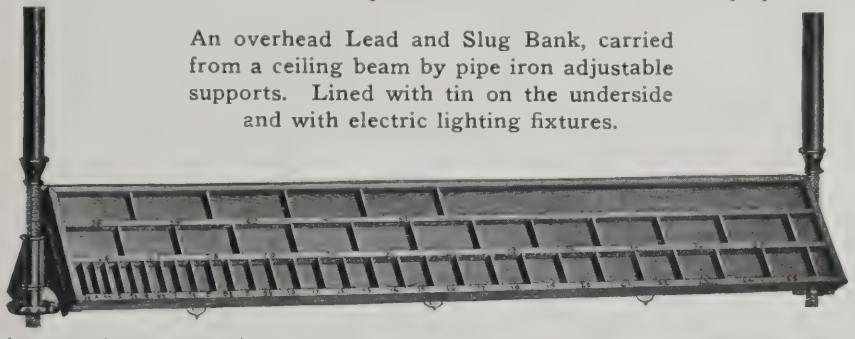


MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

Now available in WOOD or STEEL

Catalog of all-steel composing-room furniture now ready. A copy will be sent to all inquiring printers interested in steel equipments



An overhead Lead and Slug Bank, carried from a ceiling beam by pipe iron adjustable supports. Lined with tin on the underside and with electric lighting fixtures.

Within the past ten years the entire working equipment of the composing-room has been completely revolutionized. The continued increase in cost of materials used in printing, as well as the increased cost of labor, with no large increase in the selling price of the product, has brought forcibly to the mind of thinking printers the necessity of the most economical arrangement possible to obtain. Necessity is truly the mother of invention. Hundreds of printers have seen the light and have rearranged their composing-rooms. Hundreds of other printers will be forced by competition to make the change. The leaders in this movement are the leaders in the printing business.

Furniture that served the printer ten years ago is obsolete now. The best equipment made of wood with which few printers are as yet equipped is now second in point of efficiency and economy to the steel equipment just entering the field. Why should thousands of printers lag in the procession and trail behind the few who reap the greatest benefit by first observing the necessity of the change? The cost of production lies largely in the composing-room. It is possible to save from 25 to 50 per cent in the floor space and from 10 to 25 per cent in the composing-room labor. This fact should be an incentive to every wide-awake printer to give the question of the rearrangement of the composing-room the most careful consideration. An expert printing-office engineer is available at all times to show what can be done.

The value of Lead and Slug Banks conveniently located over Stone Frames, Make-up Tables, Break-up Banks and other articles of Composing-room Furniture is now generally recognized by the best printers who have an eye open to systematic arrangement of material and consequent cost reduction.

These banks utilize overhead space otherwise wasted, and they put the material in the best possible position for rapid handling.

They can be supplied in various patterns, with or without lighting fixtures and in any required size. They can be hung from the ceiling by means of iron supports, adjustable or fixed, or supported by uprights attached to the ends of the Stone Frame or other piece of furniture.

We have a descriptive circular showing other illustrations of Supported Lead and Slug Banks with approximate prices. This will be mailed promptly to any printer interested in this improved arrangement.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing-plants in the United States

THE HAMILTON MANUFACTURING CO.

Main Office and Factories . . . TWO RIVERS, WIS.
Eastern Office and Warehouse . . . RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpariels, mailed free to every inquiring printer

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

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FOR ADVERTISEMENTS,
YOUR PAPER, LETTER HEADS,
OR BOOK ILLUSTRATIONS,
Remember and

"WRITE TO
SANDERS
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ENGRAVINGS
BY EVERY MODERN METHOD
WE ISSUE SPECIAL SPECIMEN BOOKS
SHOWING WORK BY THE DIFFERENT PROCESSES.
TELL US WHAT YOU ARE FIGURING ON AND
WE WILL SEND SPECIMENS WITH PRICES
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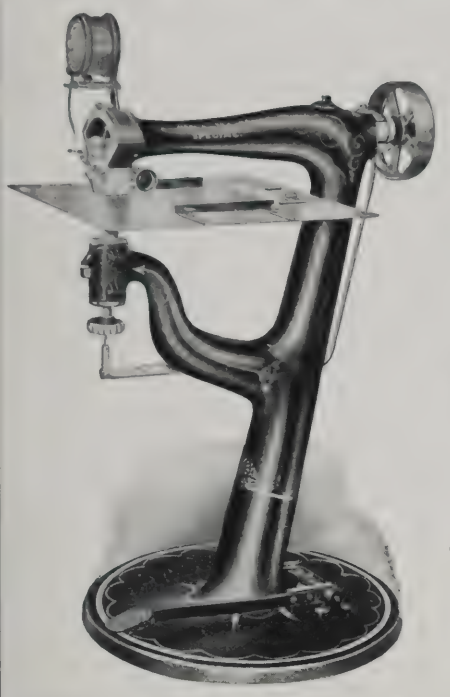
LATHAM'S MONITOR
CALENDAR STITCHERS



LATHAM'S No. 2 and 2½ MONITOR CALENDAR STITCHER

We have designed these machines for houses making a specialty of large calendar work. They can also be used for ordinary flat or saddle stitching.

SPECIAL FEATURES

Size of table 24x24 in., with gauges as shown in cut. Distance from clincher to frame 18 in. Capacity: No. 2, 2 sheets to ⅜-in. Uses wire No. 5, 25 to 30 round and 20x25 flat. No. 2½, 2 sheets to ¼-inch; uses wire No. 25 to 30 round.

We Furnish Complete Bindery Outfits

Monitor Wire Stitchers, Perforators, Punching Machines, Paging and Numbering Machines, Creasers, Scorers, Embossers, Standing Presses, Table Shears, etc. : : :

Manufactured by

LATHAM MACHINERY CO.

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NEW YORK, 124 White St. BOSTON, 130 Pearl St.

SERVICE

Stands first in pleasing your patrons in typesetting for the trade. To be thoroughly consistent this must be backed by personality conversant with all the technicalities of both hand and machine composition, the culmination of which is highest

QUALITY

These are the results obtained in book, job and catalogue composition when placed in our hands. Your correspondence is earnestly solicited in regard to the production of booklet, catalogue or publication, with the assurance of highest class workmanship.

Monotype "M & L Linotype

Typesetting Co.

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A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine It has stood the test for years and has been improved through practical experience with the demands of printing offices A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,

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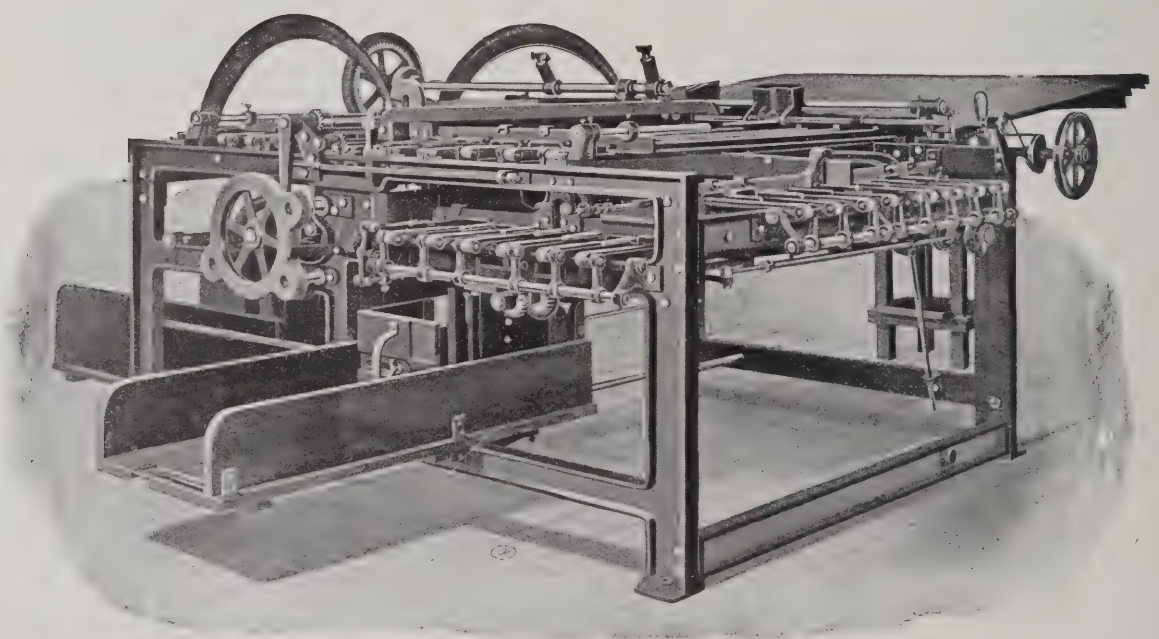
Progress Typewriter Supply Co., Ltd., London, England, European Agts

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

ERIE, PENNSYLVANIA

Individualizing a Newspaper

You want your newspaper to represent your ideas of what a newspaper should be.

You want your newspaper to meet the reading needs of your community.

You also want to make a money-maker of your newspaper.

To make it profitable it must have that stamp of individuality which is also desirable to you for other reasons. It must appeal to the readers of your community because of its application to their needs. It must have a quality that will make it the equal or superior of your competitors. It must have that variety which means something for all members of the family and community. It must be produced at the lowest possible cost consistent with the maintenance of the necessary standards.

Twenty, thirty, forty years ago newspaper publishers used a ready-print service, and the service of that time met the conditions of the time as far as practicable, but the conditions have materially changed, and a ready-print service that is practical today must be as different from that of years ago as the conditions are different.

Years ago ready-prints were all alike. Years ago the number of newspapers and other publications was very small as compared with the present time, and decidedly more expensive. Then readers were apparently satisfied with anything that was given them.

Today newspapers and other publications are so numerous and so cheap that the reader is critical. He is not willing to waste time on a newspaper unless it meets his requirements. The needs of readers in different communities are radically different and to meet these needs newspapers must be different.

To meet the changing conditions the Western Newspaper Union has for years been systematizing its service, and studying the newspaper needs. The step from a service that was alike for all papers to one that is practically different for all papers is a long one, but that is the wonderful change the company evolved through years of constant effort and improvement.

The Western Newspaper Union has met the demands the newspaper publishers of this country have made upon it for newspaper service, until today the company supplies *only that individualized service so necessary to the publishers' success.*

This means a service that is fitted to the needs of each community, as the publisher sees them. Through the effective system, which the company has worked out, and the extensive service which it prepares each week, it is possible for each publisher to edit that portion of his paper supplied by the Western Newspaper Union with as much care as he can give to the portion prepared in his own office.

Through this system and service each publisher individualizes that portion of his paper supplied by us quite as much as he individualizes that portion which he prepares at home. He controls it; says what he wants and what he does not want; makes it meet his ideas of a newspaper and the needs of his community as he understands them. *He gets what he wants and not what some one else thinks he wants,* and what he gets is exclusive in his paper in its circulating territory.

The thousands of publishers of this country who understand the system and its effectiveness are availing themselves of its possibilities each week.

You want to think of Western Newspaper Union individualized service and "all alike patent insides" as forty years apart.

If you should like to understand modern newspaper methods a postal card request to our nearest office will secure the information at no expense to you.

WESTERN NEWSPAPER UNION.

Atlanta	Charlotte	Dallas	Fort Wayne	Little Rock	Oklahoma City	Salt Lake City
Baltimore	Chicago	Denver	Houston	Memphis	Omaha	Sioux City
Birmingham	Cincinnati	Des Moines	Indianapolis	Milwaukee	Pittsburg	Sioux Falls
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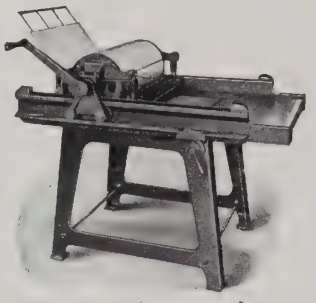
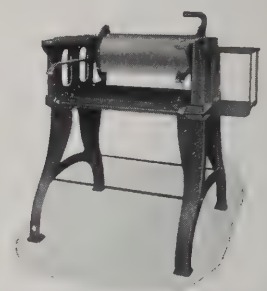
Are Your Proofs a Credit to Your Plant?

What kind of proofs do you submit? Do they make a customer glad he placed his work with you, or do you send them out with an apology?

Good, clear, attractive proofs will help wonderfully to inspire confidence in your plant—create the right impression of your business methods—the prestige that gets and holds trade.

Vandercook proofs are *cheaper* than common proofs, and are as good as the run itself. Cheaper because more *rapid* than by any other method.

VANDERCOOK PROOF PRESSES

save compositors' time. Save pressman's time. You don't need to lock a form and you don't need to use a running press to get a perfect press proof.

ROLLER SERIES

Designed especially for rapid work. Inking attachment revolutionizes galley proofing in quality and speed. Printing surface 10x25 inches. Also furnished without inking attachment.

COMPOSING ROOM CYLINDER

Automatic inking. Absolute register. Feeds to grippers or sheets may be laid on forms. Safety grippers. A hand cylinder press capable of the highest grade of printing. Two sizes—25x25 and 17x25 inches printing surface.

HIGH ARM SERIES

The simplest form of "curved platen." Very rapid, and a necessity in every job and publishing plant. Hundreds of users. Made in three sizes—12x18, 11x25, 17x25 inches.

Your dealer can supply you—or write us direct. Your sample proofs are ready

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1528 PEOPLE'S GAS BUILDING — *Manufacturers* — CHICAGO, ILLINOIS

THE INCREASING USE

of Cutters that Cut—the kind that Royle makes, proves their superiority over cheaper imitations.

Write for circular.

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REBUILT GUARANTEED PRINTING MACHINERY

37x52 Campbell, Book Press;
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A JOURNAL FOR PRINTING AND ALLIED TRADES
Volume Thirty | Chicago, August, 1912 | Number Eight

Routine Proceedings of the Twenty-Seventh Annual Convention of the National Press Association of the United States of America

THE twenty-seventh annual convention of the National Press Association was called to order at 10:30 a. m., June 24, 1912, by President R. E. Dowdell, who said "Father Herbert will please lead in an invocation."

The Invocation

"Our Great All Father, we come to Thee for inspiration and guidance. While Thou holdest Thy universe under Thy care and direction, we are assured that not even a sparrow falleth to earth without Thy notice, and we feel that in all our undertakings we need Thy sustaining aid and power. We thank Thee for this association and for the privilege of gathering, from year to year, to take part in considerations and discussions as to our calling and its possibilities and obligations. Impress upon all of us the dignity and value of our work with all its opportunities for usefulness to the people whom we seek to serve. Enable each of us so to conduct our publications as to promote the truth and to advance righteousness, enlightenment and all good. Bless these editors in their homes; guard their families. Help them in every worthy endeavor; enlighten our hearts and minds and bring each and all into the higher life of sympathy and duty. We ask these mercies for the sake and in the name of Thy beloved Son and our Redeemer. Amen."

Welcoming Address

President Dowdell then introduced Mr. E. C. Ferguson, who delivered an address of welcome on behalf of the Association of Commerce of Chicago. (See pages 472-3, July issue.)

George C. Sikes, in extending a welcome on behalf of the City Club of Chicago, said in part:

"This is the first occasion on which the City Club has been asked to join with the city and other organizations in extending a welcome to a visiting body. It is particularly appropriate that our first venture in this line should be in connection with the meeting of the National Press Association; for the City Club, like the press, is primarily an agency of publicity. The purpose of the City Club is to advance the public welfare by bringing together citizens sincerely interested in community affairs and by promoting the discussion of municipal problems.

"I am one of those who believes in the city. It has been said that the city constitutes the conspicuous example of the failure of American democracy. To a considerable degree the criticisms of American municipal conditions have been justified in the past. But there is a new spirit at work. Cities attract the brightest men in all fields. We have in the cities the keenest business men, the ablest bankers, the best lawyers, and so on in most other lines that might be mentioned. Why should not these men of pre-eminence in their respective lines help to make a success of the government of their city? The answer is two-fold.

"In the press of other activities it has been assumed that public affairs would take care of themselves. All are now beginning to realize that this is a mistake. Organizations like the City Club and the activities of men connected with the press in the field of municipal government are evidences of a change of attitude. The men who have gained eminence in their callings in the cities are beginning to realize their responsibilities for conditions of municipal government.

"The other explanation for the backwardness of our municipalities is the lack of power in cities to govern themselves. Our system of checks and balances and restrictions upon governmental agencies has rendered it difficult for capable men to accomplish much even when they were willing to give time to problems of government. A change is coming about in this respect, too. The present tendency is to give cities larger powers in the working out of their own problems.

"It is my confident prediction that within twenty-five years the cities of the country will be better governed on the whole than are the states or the nation itself. There has been tremendous progress in the last ten or fifteen years, and I anticipate much greater progress in the next quarter of a century.

"On behalf of the City Club, I take pleasure in extending to your organization a welcome to Chicago. I am authorized by the directors of the City Club to extend

to you the hospitalities of the new club building at 315 Plymouth court."

President Douglas Malloch spoke on behalf of the Press Club of Chicago:

"Ladies, Mr. President and Members of the National Press Association:

"When you look at this program of addresses of welcome this morning, Mr. Chairman, you certainly cannot doubt the warmth of that welcome nor fail to understand how it is extended by all classes of our people. When I examined the program this morning I found that three or four gentlemen were to be here to perform that pleasant duty. In fact, when I saw how many speeches of welcome there were to be I was reminded of an incident of the convention in this city last week. Escorted by a band a Roosevelt marching club marched into the lobby of this hotel. On their lapels they wore badges which said, "Thou Shalt Not Steal." And the band was playing 'Ev'rybody's Doing It Now.'

"So, likewise, not only these gentlemen here this morning extend you welcome, but everybody does. It is my delightful duty to welcome you especially in behalf of the Press Club of Chicago. The largest press club in the world, and the liveliest, numbering in its membership throughout the United States many of your own members who enjoy that double distinction, bids you no empty welcome, but asks you to make its club building at 26 North Dearborn street your headquarters while here. If there is anything there you like, help yourself. If there is anything there you do not like we will have it changed.

"It is my especial pleasure and duty to welcome the ladies to Chicago. The ladies' department of the Press Club, on the fifth floor of that building, is also theirs whenever they choose to use it. I think it is a splendid idea—your bringing the ladies with you. It is so much easier to take them with you than to explain things to them afterward.

"As a former country newspaper man, I trust there are some country newspaper men present. The word does not mean what it used to mean. It means now a paper often the equal of its city brother in typography and often its superior in the fact that its news is uncolored by its editorial opinions.

"But it is of the ladies I would speak. And I want to say this now: That with all our improvements in presses and type and news service, there is one part of the institution we never have improved on—God bless her. And we haven't improved upon her because we can't. To the most important part of the business the Press Club extends special welcome—not merely to the editor, but to the partner of his joys, his box seats at the circus, his sorrows, his rewards, his installments on the new press and all the other elements of his life, I extend for the Press Club and for all Chicago the warmest welcome.

"I would say more, but I must not take more of your time. The good newspaper man is the one who can be brief.

"I hope when it is all over you will say not only that Chicago bade you welcome, but that Chicago made good."

Responses

Responses to the addresses of welcome were then made by the following past presidents of the National Press Association, who were called on without previous notice, and introduced by President Dowdell: E. W. Stephens, Columbia, Mo.; P. V. Collins, Northwestern Agriculturist, Minneapolis, Minn.; Walter Williams, LL.D., dean of the School of Journalism of the University of Missouri.

Response to Addresses of Welcome by E. W. Stephens, President National Editorial Association, 1891.

Past President Stephens said in part:

"Representing the 'Old Guard,' those who helped to lay the foundations of this great association, it affords me great pleasure to respond to the cordial addresses of welcome just delivered.

"Looking back over the chasm of years which have intervened since I first became a member of this body in 1889, I recognize not only great changes have taken place in the history of our country and in the civilization of the world, but that our own profession has not only kept pace with but has largely led in the progress of this remarkable period. Not only have the mechanical devices for the production of newspapers been greatly improved, but the spirit of our profession has been lifted to a higher standard. Typesetting machines, improved presses, wireless telegraphy and other features in the mechanical department have been supplemented by a noble spirit of fraternalism and a higher standard of excellence in the editorial and news departments of the journals of the country.

"We all have reason to be proud of the fact that we are members of a profession which has wielded so potent an influence in the progress and development of our country.

"We miss here today many faces of those of our brethren who were with us in days gone by. We recall the pleasant memories of their friendship and the delightful associations we have had together. Some of them have gone to another world, but they have left honorable records behind. Of the ex-presidents who have passed away I recall the names of Lee, Thomas, Parrott and Capellar, all of whom shed luster upon our profession and left an example which we may well imitate.

"There is an appropriateness in this National Editorial Association, the most cosmopolitan of editorial organizations, meeting in this the most cosmopolitan city in the world. We accept its hospitality with pleasure and gratitude and no doubt will catch inspiration from its enterprising spirit, to do greater work when we shall have returned to our various posts of duty."

The Williams Family in Journalism

Dean Walter Williams, in charge of the Department of Journalistic Education of the Missouri State University, introduced Dr. Talcott Williams, dean of the Pulitzer School of Journalism of Columbia University, New York City, alluding in facetious manner to the positions occupied by the Williams family in the field of journalistic education, at the university schools devoted to instruction of young men and young women for the high positions of newspaper makers.

Dr. Talcott Williams prefaced his address on "Education for Journalism" by stating, in response to the remarks of Dr. Walter Williams, that it seemed entirely in harmony with the history of the Williams family in this country, that its members should be found in the newspaper work. Roger Williams, who exhibited the independence and spirit of the true newspaper man, and published the truth regardless and founded the city of Providence, and the state of Rhode Island, served as a parliamentary reporter before he came to the New World and reported the Long Parliament. He referred to the newspapers of this country as having become "A Vast Sounding Board for the Nation."

Without newspapers the increasing tendency toward direct political action by the people at large would not be possible. If conventions such as the recent one held in Chicago are doomed it is because the newspapers

have made practicable a different method of nominating candidates.

"The newspapers of this country have become a vast sounding board for the nation, and without them the increasing tendency toward direct political action by the people at large would not be possible," said Dr. Williams. "If conventions such as the recent one held in Chicago are doomed it is because the newspapers have made practicable a different method of nominating candidates.

"This convention, which we are not so sure made history so much as hysteria, illustrated the opportunity of the newspapers to affect the entire nation at once. This power is destined to grow greater as we face new problems and new complexities in our national life. The newspaper is the only preacher whose church is always full, and it is the one form of influencing public opinion that knows no boundary line. The composing stone is the corner stone of American liberties and the journalist should be prepared to defend and uphold them. He should be able to give to his readers instructions in public questions throughout the whole year, so that when the time comes for voting such scenes as were enacted at the late convention here would be impossible."

Dr. Williams declared that the teaching of journalism had assumed an importance hardly deemed possible a few years ago. Today there are nineteen or twenty colleges in which journalism is taught.

President R. E. Dowdell of the association, editor of the Artesian (S. D.) Advocate, expressed the hope that independent and intelligent presentation of public questions in the country journals would supplant purchased oratory and paid editorials.

Calls for Independent Journals

"We must not permit publications supported by special privilege to name the men who are to govern our subscribers and ourselves," said President Dowdell. "For a quarter of a century, by the use of purchased oratory, paid editorials, and by the aid of senators conveniently 'put over,' the American voter has been plunged biennially and quadrennially into the fog of insoluble tariff questions to such an extent that it is going to take the united efforts of the loyal citizens of this country, aided by the best efforts of the independent press, to restore back to us a government of and by the people in lieu of a government of the people by the courts and for the special interests."

Dr. Charles Dillon, professor of journalism at the Kansas state agricultural college, spoke on the teaching of agricultural journalism.

"There is nothing so poverty-stricken as the literature of journalism," he said, "and we are endeavoring to show our students how to produce articles which are attractive and entertaining as well as scientifically exact."

(See article, pages 469-70, July issue.)

Members of the National Press Association at the Plant of the Selig Polyscope Company, Chicago, Wednesday, June 26, 1912.

Other professors of journalism who spoke briefly were H. F. Harrington of the Ohio state university and F. N. Scott of the University of Michigan.

Joe Mitchell Chapple, editor of the National Magazine, spoke on "The Soul of the Country Newspaper," which he declared was the "local" column.

This address, the editor of the Blue Earth (Minn.) County Enterprise, pronounced as "probably the most entertaining address of the convention," dealing, as it did, with personal experiences and telling of Mr. Chapple's longings and efforts when a boy, to get into the calling of printer and editor and relating reminiscences of his early newspaper experiences in running a little county newspaper in North Dakota, back in the pioneer days of that state. He stated that it was the human interest side which made a newspaper and the nearer the publisher gets to the people the more popular his publication. Mr. Chapple certainly had no difficulty in giving the human interest side of his early experiences and in doing so touched many of the spots which were very familiar to every man who has gone through the experience.

The convention took a recess until 2 p. m.

Afternoon

At the afternoon session John Clyde Oswald, chairman of the Department of the Printer, Publisher and Cost System, introduced A. M. Glossbrenner, vice-president and chairman of the executive committee of the United Typothetae of America, who spoke on "Efficiency in the Mechanical Department." (See articles, pages 462-464, July issue.)

W. J. Hartman, president of the Ben Franklin Club of America, spoke on the topic, "Printing and Business," showing how profitable is proper attention to the business side of printing and bad results of its neglect.

Mr. Gene Turner, inspector of the Graphic Arts Mutual Fire Insurance Company of Philadelphia and the Printing Trades Mutual Fire Insurance Company of Chicago, represented Mr. Albert J. Ferris, the secretary of the former company, who was scheduled to speak, and gave a short extemporaneous talk. Speaking of the history of the companies and their success, he said: "You now have at your command two mutual fire insurance companies devoted exclusively to the newspaper, printing and allied trades. They have been organized on a plan that makes them impregnable—a tower of strength. They have been incorporated in states where the laws are very plain and properly protect the members. They belong to you and are officered by men of your number, who are selected annually to run them as an educational and controlling factor, rather than as a commercial enterprise.

"During the four and a half years since the incorporation of the Graphic Arts Company, they have spent out of the underwriting profits over $10,000 in educational work and, in addition, have paid substantial dividends to all the policy holders.

This educational work has enabled, not only its policy holders, but the trade at large, to secure a better form of protection, and the competitive influence has secured to over fifty per cent of the members a more or less substantial reduction in rates.

"The companies are conducting a vigorous campaign along the line of reduction of fire loss and systematic care and good housekeeping, and the resultant decrease in fire loss is very apparent. This naturally accrues to the benefit of the insurance interests, as it increases their profits. As a consequence, we are not looked upon as antagonists, but in rather a friendly spirit, and the attitude of the large general agents has been to encourage rather than otherwise, the placing of a limited line in the trade movement.

"We are accomplishing these things, but we can accomplish far more with a liberal support. If we have done this with less than two per cent membership, what could we have done with ten per cent membership? This movement is of you, by you and for you. It provides you better and safer insurance protection than you now have, bar none, and it controls that protection, dictates its measure and sets a foundation for its cost. Why should not you join and help in this work? There is really no excuse that will warrant your refusal to carry at least a small policy. To compile accurate, complete analytical statistics, it is necessary that we have a little of the insurance of every member of the printing and allied trades in the country, and the sooner you take hold of the matter, the sooner can we accomplish big things. The offer we make you from a business standpoint should appeal to you, a better, safer insurance protection at a less cost, a constant education on all matters, appliances and methods that tend to reduce loss and eliminate hazard, and a competitive influence that controls these conditions and secures from the insurance world a recognition of our betterment work and a corresponding reduction in rates.

"Don't hesitate—take hold of this matter at once and secure to yourself and to all of us a quicker benefit from this grand co-operation of our trade. Full literature and any other information is yours for the asking. I shall be in attendance upon you for that purpose, or you can secure a copy of our "Red Book," an educational manual, upon postal card request to the Graphic Arts Company, 29 South Seventh street, Philadelphia, or to the Printing Trades Company, 962 Monadnock block, Chicago.

He stated in answer to a question by Frank O. Edgecomb of Nebraska that an office anywhere in the country could secure this insurance by direct application to secretary of either the Chicago or Philadelphia company. There is nothing in the law of any state to prevent one from securing this insurance. (Those desiring further information should make application.)

The Department of Journalistic Education

An interesting feature of the convention was the holding of a separate meeting of the above-named department of which Editor F. L. Blanchard gives the following account in the "Publisher and Printer":

"The Department of Journalistic Education, of which Walter Williams is chairman, held a special meeting in one of the parlors of the Hotel Sherman. Those present included Prof. F. N. Scott, of the University of Michigan; Prof. F. W. Scott, of the University of Illinois; Prof. E. T. Sheridan, of the University of Washington; Prof. H. F. Harrington, of the University of Ohio; Prof. F. W. Beckman, of the Ohio State College; Prof. M. W. Barnes, of De Pauw University; Prof. J. W. Piercy, of the University of Indiana; Prof. Charles Dillon, of the Kansas State Agricultural College; Dr. Talcott Williams, of the Pulitzer School of Journalism, and Frank Leroy Blanchard, managing editor of the Editor and Publisher.

"Dr. Walter Williams, who presided, said that this was the first time a department of journalistic education had been established in connection with the National Press Association. Probably never before had it been possible to assemble so many teachers who are actively engaged in giving instruction in this most important profession.

"Dr. Williams said that during journalism week at the University of Missouri a few weeks ago a number of teachers of journalism had met and formed the Conference of the Teachers of Journalism. A number of important topics connected with the work were discussed, and it

was decided to hold a meeting at the University of Wisconsin, at Madison, at an early date.

"A communication was read from R. F. Steffens, national secretary of the Sigma Delta Phi Fraternity, stating that at a convention of that body held at Greencastle, Ind., a few weeks ago, that body had passed a resolution calling upon the National Press Association to recognize the fraternity officially. The members of the department, after a brief debate, concluded to refer the request to a special committee that will report upon the same at the next meeting.

"A number of valuable suggestions were made in regard to the future meetings of the body. These included subjects of discussion which will be taken up at the next meeting, which will be held at Madison on Saturday of Thanksgiving week.

"Dr. Talcott Williams introduced the following resolutions, which were unanimously adopted:

"Resolved, That the Department of Journalistic Education be continued as a part of the National Press Association.

"Resolved, That this department urge that the Conference of Teachers of Journalism held at the University of Missouri, be continued, and that this Conference of Teachers of Journalism hold an annual meeting and that its constitution and membership include all the various phases of the teachings of the journalist on some basis to be decided in the future by the officers of this department and of the Missouri Conference acting together.

"Resolved, That this department deems it wise, that its officers and those of the conference and our members take steps to secure the presence and representation of teachers of journalism at the National Press Association."

Tuesday Morning Session

Convention called to order by the president.

Harry A. Wheeler, president of the Chamber of Commerce of America, was introduced and gave an address on "National Unity in Commercial Life." He spoke of the need, objects and possibilities of the organization, saying:

"There are perhaps 2,500 business associations in the United States, but they are all separate and represent separate and often local interests. President Taft last April called a business conference to which delegates from these organizations were invited. Out of that conference has grown the Chamber of Commerce of the United States, of which I am president.

"This organization has three purposes: First, to act as a sort of clearing house for the business of the country; second, to co-operate with the government bureaus which are producing much that is valuable for business, so as to make this information available; and third, to secure legislation favorable to the best interests of business and the country at large."

Mr. Oswald, presiding, as chairman of printing, publicity and cost system department, introduced C. H. Cayce, publisher of Mail, Martin, Tenn., who talked upon "Cost of Production in a Country Print Shop." (See address page 535.) Mr. Oswald congratulated Mr. Cayce on delivering one of the best and most practical addresses that he had ever heard on the subject matter treated upon.

An early adjournment was had to permit the members to accept courtesies, including a luncheon at 11:30 a. m.

Wednesday Morning, June 26, 1912

Convention called to order by the president. Mr. Ovid Bell, as chairman of the department of weekly newspapers, presided. George H. Scruton, of the Sedalia, Mo., Democrat, presented a paper on the subject, "To What Extent Should a Newspaper Seek to Direct Municipal Politics?" (See address page 466, July issue.)

Mr. Scruton made it plain that he did not think it was the duty of the newspapers to try and run the government—national or local. If evils existed they should urge the officials to do their duty. They should, in short, not play the role of dictators, but of watchful guardians of the interests of the whole people.

"Ideals and Standards of a Successful Weekly," was the subject of a paper written by W. L. Nelson, of the Bunceton (Mo.) Eagle. Ben F. McKey, of the Lebanon (Ind.) Pioneer, spoke on the "Weekly and Rural Route."

Frank Leroy Blanchard, managing editor of the Editor and Publisher, delivered an address on "The Professional Trade Paper as a Teacher." (See address pages 458-461, July issue.)

Among other points made by Mr. Blanchard especially worthy of general note and consideration were the following:

"The first newspaper ever printed was founded in Strassburg about 1602 and it contained nothing but news. Johann Carolus was its editor, and had but one idea in giving it to the world and that was to present in convenient form such information as he could gather from the seventeen largest cities in the world or could secure himself from travelers and others in the old city of Strassburg.

"He, of course, never dreamed that the newspapers that would be printed many, many years after he had been gathered to his fathers would contain advertising, pictures, and articles on a thousand and one subjects that cannot be considered news. Carolus conceived the idea of having correspondents to gather the news and send it to the paper. Many of us have supposed that this was a distinctly modern idea.

"One of the most serious faults of the newspapers today is that they try to cover too much ground. They print works on scientific topics, symposiums on a wide variety of subjects, technical articles, articles on travel, art, music, etc. They print pictures of news events that happen and sometimes of news events that never did happen, with great fidelity.

And so it came to be that after a while the editors of these trade or professional papers were recruited from the occupations or business that they represented. This resulted in the publication of journals which more nearly met the needs of every class of readers. Gradually the quantity of clipped matter used was reduced and original articles substituted, until now the former has almost disappeared from the pages.

Today trade papers are conducted by experts, who have won high positions in the businesses to which their periodicals are devoted. They receive large salaries. In fact, the publishers are obliged to compete in the technical schools with manufacturing and industrial houses that are always on the lookout for men for their services.

The man who does not read at least one of the leading technical journals devoted to his line of work is seriously handicapped by his ignorance when he attempts to compete with others who do read, study and apply the lessons or truths contained therein.

B. B. Herbert, editor of the National Printer-Journalist, had been appointed to discuss the trade paper topic. (For discussion see page 555, this issue.)

An address was delivered by E. S. Boys, publisher of the Republican, Plymouth, Ind., on the topic, "Why I Put in a Cost System." (See address pages 455-456, July issue.)

Chairman Ovid Bell, chairman of the Department of Weekly Newspapers, introduced Frederick B. Hall, who spoke on interesting phases of the weekly newspaper press.

Committees Appointed

President Dowdell announced the following committees:

Officers Reports: P. V. Collins, Minnesota; Harry E. Taylor, Iowa; E. H. Pierce, Massachusetts.

Necrology: E. W. Stevens, Missouri; J. H. Trescher, Pennsylvania; B. B. Herbert, Illinois.

Postal Laws: A. W. Glessner, Illinois; A. D. Moffatt, Indiana; B. B. Herbert, Illinois; Sheridan Ploughe, Kansas; W. Williams, Missouri.

Constitution and By-Laws: E. H. Pierce, Massachusetts; W. C. Susk, South Dakota; Ovid Bell, Missouri.

Credentials: J. B. Cain, Kansas; H. C. Hotaling, Minnesota; E. H. Higgins, New York; W. R. Hodges, Minnesota; A. N. Pomeroy, Pennsylvania.

Social: Mrs. E. H. Pierce, Massachusetts; Mrs. Andre, Illinois; Mrs. A. D. Moffatt, Indiana.

Resolutions: B. B. Herbert, Illinois; Walter Williams, Missouri; W. H. Mayes, Texas.

Legislative: J. B. Castle, Illinois; E. W. Stephens, Missouri; F. P. Hall, New York.

Mr. Thomas Rees, State Register, Springfield, Ill., delivered an address on "Newspaper Honesty and Ethics," saying among other things:

"The men engaged in the publication of newspapers in this country are as courteous, as honest and as honorable as the ordinary run of professional men. They are engaged in a high calling, but there are some who fall short of their opportunities. There has been a good deal said about the disreputable politician, but after long acquaintance with men in politics I have concluded that the average politician is better than the average condition of politics. So, in the newspaper business, I am inclined to believe that the ideals of the average newspaper publisher are better than the average standing of the newspaper business.

"You can't expect the public to have confidence in the newspaper when some papers are charging others with being untruthful and unscrupulous, which in some instances is only too true. There are some editors that buy matter from syndicates by the column or by the page and use the same as set matter. They buy matrices at so much a square inch and use them with the legend that those particular pictures were taken for their paper by their own artist." (See address pages 461-462, July issue.)

Mr. J. A. Gury, of Waterloo, Iowa, in the discussion of the topic presented by Mr. Rees, spoke of the general practice among newspapers as to telegraph and syndicate matter, and referred to the service rendered his own paper, saying among other things:

"We are members of a syndicate and during the past week they furnished us with matter anticipating all the events that happened in Chicago. Of course, those that we did not use we threw in the waste basket. Is it necessary that we should say that we have become a member of a syndicate? The speaker says that that is deceitful. To my mind, the writer of these articles is really in the employ of my paper, although I only pay a very small part of his salary. We have our special correspondent, which is an expense, but we must know what happened the night before. We are a member of the Associated Press. It is our property. What is wrong about taking the Associated Press's report and changing the date and say it happened last night instead of today? I do not see that that is very wrong. My conscience has not hurt me in that respect."

President Dowdell noticing Governor Vesay of South Dakota in the audience, called on him for remarks. The governor, after being introduced, responded in part as follows:

"I had just said to a gentleman in the back of the room that I would not say anything here, but it seems to be a newspaper man's trick to draft men into service whether they want to be drafted or not.

"I am very glad indeed that you are coming to South Dakota, because we believe that we have got the best state that there is in the Union, but it has been unexplored by a great many of the big newspaper men of the United States. We are appreciative more than ever of the fact that you are going not only to come to South Dakota but you are going to see the state, and we hope that you will have the same kind of weather that you have had in Chicago the past ten days.

"We believe that after you have once seen South Dakota we will be repaid for all the efforts we have put forth to make this trip through the state profitable and interesting. You will be wholly welcome, I know. I would be glad to be there myself, but business matters will probably prevent. I just want to say that South Dakota will welcome you and make you feel at home, and I hope that you will make up your mind as soon as you can settle your affairs in the West to come and be one of us."

A. B. Jordan, publisher Herald, Dillon, S. C., not being able to be present in person, his paper had been handed to Past President Herbert by Ovid Bell, chairman of weekly newspaper department, with request to read. Mr. Herbert, in compliance with request, made a few prefatory remarks and was proceeding to read the paper, when Past President Williams called attention to the fact that there had been no opportunity so far for President Dowdell to deliver the president's annual address, and moved that the reading of Mr. Jordan's paper be dispensed with and that it be published in the proceedings instead, and that we now listen to President Dowdell. The motion was seconded by Mr. Herbert and duly carried. (See address pages 456, 457, 458, July issue.)

President Dowdell Speaks

President Dowdell, instead of reading his prepared address, spoke in substance as follows:

"Your time is too important to listen to me read a paper. I am just going to give you a little idea of what I have to say rather than to read this very, very finely constructed article that you will see in print later. I want to say that my heart and my ambition is in the perpetuity of this association. I am glad to know that we have listened to a couple of papers that touched our work.

"The metropolitan press of this country is a great force, but the day has come when we are going to have a reconstructed national life in this country. We are going to choose the men who are to be sent to national conventions, that are going to govern us and our subscribers. Are we big enough?

"I am not going to take up your time. It is too important and valuable to listen to a boy from the rural districts. Brilliant men such as we have here may not take kindly to the speech of a boy from the West who has helped to open that country, and with a faithful wife and kind neighbors is making one of the Western states great in its existence, making this country in future as it should be—government of the people, by the people and for the people.

"We are going to accomplish these things, my friends, and going to prove to the men and women who pay us our subscriptions that they are to have the prosperity to which they are rightly entitled. Now, members of this association, if you will talk of the friendships that you all hold for one another, if you will talk of the duties devolving upon the men that use the pen in the editorial column, the dollar will fade into insignificance.

"I am not going to take up your time further, but I am going to say that I am glad that our governor stopped in for just a moment. He is a man, every inch of him, a man who knows what it is to build a home from the beginning to prosperity and the governorship of our state.

"I want the members of this association to feel in the future as we have in the past, that when we meet one of those old globe trotters, we have truly met a friend, and I want this association to have its ethics so clear with American citizenship that we can have a new American party. I do not know whether it will be Democratic or Republican; too much depends upon what happens at the other end of the line today and tomorrow, but I want to say that with a new national life and a new American party we have got to have a new American newspaper. That is, there will be one set of directors, but they will do the wish of the subscribers who are to be stockholders and for a subscription given will secure a share of stock and for every city of 5,000 or more there will be one American paper that will listen to the subscribers of that paper.

"I want to thank you for listening to me for just these few minutes and forgive me for not giving this splendid article. I want to ask the secretary to read again the list of committees and I want every committee to do its duty and report here at 9 o'clock tomorrow morning at this meeting. I want to see tomorrow a meeting that is a meeting.

"With this I close and I want to thank you for the many, many courtesies that you have given me in the past and to which I am probably not entitled."

Motion made and seconded that the president's annual address be printed in the National Printer-Journalist. Motion carried.

Motion to extend vote of thanks to the Association of Commerce for invitation to luncheon. Motion carried.

Secretary Parrott, speaking of the entertainment for the day, said:

"I want to say about the program this afternoon, that you have the entertainment program on paper and the program will be carried out to the letter. You must, however, provide yourselves with tickets for the Riverview proposition this evening. Mr. King will be at the door and you can secure the tickets from him."

Mr. Twist, representing the Selig Polyscope Company, was introduced and said:

"I am here to invite you on behalf of the Selig Polyscope Company, to take a trip this afternoon through our plant and see moving pictures in the making. You will be asked to take part in a moving picture yourself, to go through the experience. This picture will be produced in your own town. We will also take a picture of the editors as they enter the plant. This picture we are going to show to you before you leave the plant this evening."

Early in the session President Dowdell had permitted the courtesy of the floor for the extending—by James A. Metcalf, of the Dawson County Review, Glendive, Mont., and a member of the association—of a personal invitation to such "progressive" editors as might be present, to attend a luncheon at the University Club. A large number of the members accepted this invitation. It was an affair entirely outside the program of entertainments, and not related in any way to the association or convention, but as some misunderstanding resulted, that was erroneously carried on to the convention floor later, it was thought this much of mention should be made in the proceedings. The affair was one entirely between the guests, the individual editors, who were invited, not at all as representing the National Press Association but their own papers and their hosts. Among the speakers were John Bass and Medill McCormick, representing the progressive movement, and R. E. Dowdell, who, though president of the National Press Association, explained that he represented no one but himself and his own paper.

(Account of proceedings, including resolutions adopted, officers elected and courtesies enjoyed, concluded in September issue.)

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Appreciation of the National Press Association

While it has been thought well to make the official publication of the proceedings of the National Press Association in a series of articles from month to month, it is pleasant and informing, in the meantime, to read the many complimentary and comprehensive accounts appearing in the newspapers of members, of which the following is a specimen:

The National Press Association was ably presided over by its president, Robert E. Dowdell of South Dakota. Addresses of welcome were made by E. C. Furguson of the Chicago Association of Commerce, George C. Sikes of the City Club, Douglas Malloch, president of the Press Club. Past Presidents E. W. Stephens, P. V. Collins and Walter Williams responded felicitously for the association. The program prepared by the association was most excellent. It could not help being of the best with men of such eminence taking part as Dr. Talcott Williams, director Pulitzer School of Journalism, Columbia University, of New York; Merle Thorpe, of the University of Kansas; Walter Williams of Missouri; C. H. Cayce of Tennessee; Dr. Charles Dillon of Kansas; B. B. Herbert, the father of the National Editorial Association, and publisher of the National Printer-Journalist; Thomas Rees of Springfield; Walter G. Bryan of the Chicago Tribune; Joseph Mitchell Chapple of Boston; Clyde Oswald of New York City; and others, among them Walter D. Moody, who gave a fine illustrated lecture upon "A City Beautiful."

Chicago entertained the editors right royally, as she always does. The name of Charles King, of the J. W. Butler Paper Co., as chairman of the entertainment program, with the assistance of the trades and the commercial people, whom he invariably secures as his aids, is sufficient evidence that this part of the pleasure of the association was assured. Monday night they were guests of supply houses to a theater party, "Modern Eve," at the Garrick. Tuesday they were guests of Swift & Co., Armour & Co., and Libby, McNeill & Libby to a luncheon at College Inn, Hotel Sherman, and in the afternoon visited the packing houses, and are indebted to Charles A. Comiskey, president of the Chicago American League baseball club, for complimentaries to the White Sox-St. Louis ball game. The Chicago Association of Commerce then gave them a boat ride on Lake Michigan via steamer "United States," in the evening.

On Wednesday the ladies were shown through the Marshall Field & Co. store, and the same afternoon all of the editorial party were taken in special cars to visit the Selig Polyscope Co., where everything pertaining to the art of making moving pictures was shown, and they

gave a practical illustration of their work by making a moving picture of the members of the National Press Association as they passed through the gate at the Selig plant. It was just two hours and twenty-eight minutes from the time the association members entered the gate until the picture was finished and given on the canvas for the entertainment of the press association. This was the quickest time such a thing has ever been done. The Selig company made good use of the editorial crowd in the production of several moving pictures. Riverview Park entertained the press company in the evening.

On Thursday the ladies of the party were most beautifully entertained at the Art Institute by the Illinois Woman's Press Association and the ladies of the Chicago Press Club of Chicago, with the lovely Mrs. Charles Lederer as chairman of committees. In the afternoon they were guests of the Press Club of Chicago, where an elaborate program of entertainment was enjoyed.

We have only time now to mention the result of the election of officers for the ensuing year: President, A. D. Moffett, Elwood, Ind.; first vice-president, Clyde Oswald, New York City; secretary, George Schlosser, Sioux Falls; treasurer, W. R. Hodges, Sleepy Eye, Minn.

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The Weekly and the Rural Route

By Ben F. McKey, "Pioneer," Lebanon, Ind.

TAKE it that every publisher of a weekly newspaper in this presence has faced with more or less trepidation the proposition of successfully meeting the encroachment of the big-city daily and its makeshift of a weekly or semi-weekly edition upon his field, usually limited to the territory within the bounds of his own county. Therefore, there is slight excuse for me trespassing at any length upon your time, or testing your patience with a long-drawn-out discussion of the subject assigned me for this occasion. What I have to say will be along the line of personal experience, and if it has no other merit, I promise you that it will possess that of brevity.

The rural route, while a serviceable feature in the development of the postoffice department, is also somewhat of an evolution in politics—a usufruct of the congressman who is anxious to make a show of doing something for his constituents, especially those who live in the rural communities. The rural route had its try-out in Indiana, and the representative from our congressional district got into the game early. Our splendid system of free gravel roads, radiating in every direction from the county seats and other railroad towns of the several counties were an advantage used to good effect in making the district a model for the country in the way of rural mail delivery. In our country for ten years past there has not been a farmer who could not be served by a daily delivery of mail at his door upon complying with the regulations for maintaining a receptacle in which the carrier could deposit the same.

The circulation managers of the city papers were quick to see the opportunity—in fact, it is altogether probable that they in a measure encouraged the work of establishing the rural route. An army of solicitors were put in the field, which has been persistently and continuously worked from the beginning. One Indianapolis paper maintains a superintendent of circulation and several assistants in our county from the first of January to the 31st of December, and these are in the field six days of every week in the year. With this condition confronting us, it looked as though the death knell of the country weekly, as far as Boone county was concerned, had been sounded. As subscriber after subscriber, including some of that class familiar to you all—men who had taken the paper since its first issue—reminded the Pioneer publisher that now they had daily mail service they must have a daily paper, his peace of mind was not at all quieted. The publication in a county seat town of five thousand people of a daily paper to compete from a general news standpoint with the metropolitan daily was out of the question. The Pioneer determined to keep out of the field as long as possible, but fortified itself for any emergency by installing a standard linotype and other equipment that would enable it to get out a daily edition. We even went so far as to secure an electrotyped heading, which is still tied up and standing ready for immediate use. So far it has staved off the evil day, but in the ever-changing demand of the times there is no telling when it may come. Suffice it to say that however loath this publisher may be to take up the added burdens of the publication of a small-city daily, he is prepared to throw his hat into the ring on short notice.

So far the Pioneer, as a weekly, has maintained its prestige in more nearly covering the local field than any other paper published, daily or weekly. Without soliciting, personally or through a representative, a single subscriber, and without resorting to the altogether too prevalent and usually unsatisfactory premium or popularity contest method of boosting its circulation, we have succeeded in keeping it up to the highest average of any year before the coming of the rural route.

How did we do it? That is the question that will probably interest you most. And the only answer I can give is that we determined to make the Pioneer the BEST LOCAL NEWSPAPER IN CENTRAL INDIANA. How nearly we have attained to that ideal results alone will tell.

We cultivate the local field thoroughly and systematically. No item of home news is too small for the Pioneer, but no general news is handled so long as it is found possible to fill our columns with an account of the happenings of town or county. While we set apart two to four columns for editorial comment, this department is devoted so far as possible to the discussion of questions of local rather than general interest. Unless it has local color, no editorial from the pen of the Pioneer writer is too important to go to the dump galley if an account of a "pleasant surprise" in celebration of John Smith's birthday anniversary, concluding with a list of the forty or more in attendance, comes knocking for admission.

The average man or woman is pleased to see his name in print. Some of you newspaper men who are listening to me will be disappointed because the papers in this great metropolis fail to notice the fact that you are here attending this meeting. In our county we have, of all sorts, a little over 26,000 people. The policy of the Pioneer is to say something about as many of these people as possible in every issue. To do this we maintain a corps of seventy country correspondents. From this list we have an average of about forty letters a week. The last issue of the Pioneer had forty-five, occupying from two and one-half inches to two columns each.

Some of you may question the value of the country correspondent, but our experience convinces us that he is one of the best assets of the country newspaper that is making a fight to maintain itself in a field that has been thrown open to the big-city dailies, as well as a local daily, by the establishment of the rural delivery system. The metropolitan papers, with their many pages of general and state news, touch very few happenings in your

county. What the people most want to see is an account of the things that take place in their own neighborhood; therefore they subscribe and pay for the local paper which covers the home field most thoroughly. My advice to the country weekly publisher who is up against the proposition that confronts the average county seat weekly in central Indiana, is to make his paper thoroughly local. If you do this you will succeed; if you do less, you do not deserve success.

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Cost of Printing in a Country Shop

By C. H. Cayse, Editor of the Mail, Martin, Tenn.

Your chairman has requested me to say a few words to you on the "Cost of Printing in a Country Shop." Speaking from past experience and from observation, I would say that the country printer does not, as a rule, seem to think that there is much cost to it. Until recently the only persons who seemed to think there was any cost attached to it were the shopping customers, who usually named the price on each job, and then "kicked" because it was too high. Then the humble printer, who seemed to have a small rubber string where the backbone should be, would meekly proceed to "knock off" until the greedy customer expressed himself as being satisfied. I am glad to see an awakening among the printers to the fact that it costs them something to turn work out.

The question of costs has been a matter of study with me for several years. I had given it much study before the meeting of the International Cost Congress in this city in 1909. We had a system in use in our office then. It was imperfect and did not give the information needed or wanted. It was better than nothing—just a little better—but we were wanting the very thing which the standard system supplies. We were interested in the work of the congress, although we were not in attendance. You may wonder why we were not at that congress, or the one at St. Louis or Denver. Gentlemen, pardon me when I say our reason was the same which might be assigned as to why many country printers are not in attendance at this press association—we did not have the money. Our desire was to contribute our "mite," then to help spread the news—but we did not have the "mite." Will say, though, that we are helping now to spread the gospel of the benefits of a cost system.

Costs Money to Run Plant

It costs something to set type, run presses, cutting, folding and stitching machines in the country as well as in the city. The country printer who has a standard cost system knows this. For the year ending May 1, 1912, our average costs in each department have been: Machine composition, $1.52; hand composition, $1.28; cylinder press, $1.49; job press, 50 cents; bindery, 59 cents. We have not kept hand and machine bindery separate.

There are some classes of work that the city printer can handle to better advantage than the country printer. We are willing for our city brother to have all that class of work. In fact, when such work comes to us we usually get the city printer to do it. Then there are some classes of work that the country printer can handle just as well as the city printer. We "hustle" for the class of work which our experience proves that we can handle to advantage and profit.

Last week I attended a meeting of middle Tennessee printers in Nashville. By your permission I will tell you, as I did them,

What the Cost System Has Done for Us

You may not want to know everything it has done. It might take too long for me to tell it all, anyway; but what the system has done for us has been "a plenty"—and it is still doing more. Somehow, it seems to be doing something every few days.

We have been using the standard cost system, as recommended by the International Cost Congress, since July 1, 1910. Form 9H is the "meat in the cocoanut" in this system. If you have a system that does not give you what form 9H contains, you have no cost system. It shows us exactly what our costs are in the different departments. There is no guess work and no doubt about it. It shows us exactly what hand composition costs us per hour, and what machine composition costs, and what cylinder presswork and job presswork costs, and what bindery work costs. The system shows us the number of chargeable and non-chargeable hours in each department. It shows the number of hours our presses run, and the number of hours they are idle. It shows us the efficient and the inefficient employe. It shows us how much time it requires to perform each and every operation on a given job of work. It shows us that nearly all, if not all, our guesses as to the time necessary to do certain things were wrong. Our guesses were all right, as far as they went, but they did not go far enough—they always stopped several minutes short of the actual time required, as shown by our records.

Cost System Showed Loss

Some few years ago we purchased the subscription list of a small magazine, which was published monthly for young people. The subscription price was 50 cents per year. We thought we could make it pay. Later on we purchased the list of another magazine of the same kind, and combined the two. We thought that by doing this it would pay better. After installing our cost system we soon learned that the pay was going the wrong way on this proposition to suit us. So we made some changes in the form and make-up of the magazine in order to reduce the cost, and decided that we would try it six months longer.

That six months expired January 1, 1912. The situation was not much improved. We then said, "We will continue six months longer and then discontinue the publication, unless we can find a buyer in the meantime." Well, we found a buyer—thanks to our cost system! Since July 1, 1910, we lost only $1,377 on this magazine. Our cost system persistently pointed out this continual loss to us, which you must confess is considerable for a small shop. We had effectually stopped that hole; but without our cost system we could not, or would not, have known where our profits were going.

Our cost system has shown up the work that is profitable, as well as unprofitable. In years past we printed a great many pamphlets. This work was procured largely through the weekly religious periodicals published in our office. The pamphlets varied, ranging from four to sixteen pages—the usual number of pages being four or eight. The number of copies usually ran from two hundred to a thousand. We rather made a specialty of this work, and thought we were making a little money at it. Our thoughts concerning these were torn all to pieces by our cost system. We were kept pretty busy during the fall of the year on this work. In the fall of 1910 I think we printed about seventy of these jobs. Our cost system showed us that we lost on every one, with possibly one exception. The loss was from fifty cents to fifteen dollars on each job. Well, our cost system stiffened our backbone, and we cut that work out in 1911. Our prices went right straight up, and the fellows without a cost system got the most of that work. Well, they are welcome to it, for we do not want it at the old prices.

Another class of work which we thought to be profitable was hand-bills—advertisements printed on news stock, about 6x9 or 9x12 inches. The country printer usually does a lot of this class of work. We guessed at this work, just as the man who has no cost system. "The stock costs very little—only a few cents. The time for composition and presswork is not much—we have the help and the machinery anyway, so why not keep them busy?" Our cost system soon showed us why not. Prices went straight up to a certain notch. No more work of that kind for us, thank you, for any less than our price. The fellow without a cost system got more of this class of work, while we got a little more money—thanks to our cost system!

Paper Treated Like Job

Our system has shown us what it costs to get out each issue of our papers. We publish two—a denominational or religious weekly, and a country newspaper, semi-weekly. We treat each issue of the papers just as we do any job of printing—make out a job ticket (numbered) for each issue, and keep the cost of that issue on the ticket. We keep a record in a loose leaf book of the cost of each issue. Each month the total cost for the month is entered on another page. This shows us the cost for the year, by the month. Then we have a summary, showing the cost and the receipts. We carry this out in each department—that is, each paper and the job printing one separate. Thus, our system shows at a glance whether we make or lose on the individual job, whether we make or lose each month, and how much is lost or made. We found that our advertising rates in the country newspaper were too low. We were shown what the rates should be in order to make any money. We are shown when a job is completed if our estimate was too low.

We estimate to make a profit of twenty-five per cent. That is, if our selling price of a job is, say one hundred dollars, we make our estimate to be twenty-five per cent of that for profit. We do not add twenty-five per cent to the cost price to get twenty-five per cent profit. If a merchant's sales are twenty thousand dollars a year, and he says he makes twenty-five per cent profit, he means that the profit was twenty-five per cent of the twenty thousand dollars. We figure the same way. But sometimes we go wrong in our figures yet. For eleven months, ending June 1, our profit on job printing has been just eleven per cent. We know this—it is not guess work. Our cost system has shown this. This is one thing it has done. We said we sometimes go wrong in our estimates, or figures, on a job—but we are learning. We hope to graduate after a while—we are going to school yet. We are sure, though, that we have advanced during the past two years. Our cost system has helped us to advance, and has shown us that we have done so.

Our cost system shows us the inefficiency of our plant. If time is lost on account of having to look for sorts, or on account of having to use some make-shift—in other words, if we are lacking in equipment in any department, the cost system will show us. We have been able to improve our equipment so as to stop leaks by adding a little type, leads, rules, etc., our cost system having shown the leaks. Let it be understood, however, that we are not boosting the typefounder's business—we are boosting the cost system.

Shows Equipment Needed

Our cost system has also shown us what equipment we do not need. A few years ago we thought we needed another job press. We have only one—a 10x15 Gordon. Well, we began looking around and investigating the merits of the different presses. We were told that we needed another, and we rather believed it. But we began our cost system, fortunately, before buying a press. The cost system showed us that we did not need the press. If one press is idle one-third of the time, we do not need another, for we would virtually have one press idle one and one-third times, at twice the original cost of one press. Our cost system saved us the first cost of a new press, besides the continual cost of the press, and if you have a cost system you know that amounts to something. The system has shown the over-equipment in each department, where such condition exists.

Our cost system shows when our employes are doing their work well. It shows if they are putting in their time. If we have an employe who is careless and shiftless, we are shown the fact by our system. It shows us the inefficient employe.

Do you want to know everything the cost system will do for you? If you will use it faithfully it may show you at least one thing you may not want to know—it may bring some things home to the management. It just as effectually shows the inefficiency of the management as it does the inefficiency of the employe. If work is allowed to lag in the shop, and is not turned out promptly, and machines are idle while the work is on hand, the system shows it. Where the leaks and the inefficiency of the employe is shown, it is "up to" the management to correct these matters. If they continue on without correction, the system shows that the management is inefficient. But the system also helps to strengthen the backbone of the management, and helps the manager to improve.

Has Saved Business

The cost system has been the salvation of our business. We were dragging along, struggling for existence, before we began using the cost system, just as many printers are doing today. We had to buy on time or not at all, for we never, or seldom, had the money to pay cash. Well, yes, we pay cash now for everything we buy. We discount all our bills. We ask for credit from no one besides our bank at home. They are satisfied, and so are we.

This is the time of year that is dull with the country printer, usually. Heretofore, at this time of year, our bank account has usually resembled a hole in the ground. At the present time it resembles a small pyramid more. We are laying a foundation for a beautiful pyramid in the future—thanks to our cost system.

For a few months after we installed our cost system we thought it was surely wrong. Then we began to doubt everything. Things looked dark, and prospects were gloomy. The waters looked muddy to us. We began to wonder if we were going mad—absolutely crazy. But we persistently stuck to the system. We kept it up, figured on it more, until it was finally given up to be right. You have read, or heard read, in Holy Writ, of the man out of whom the Lord cast a legion of devils? He had had his dwelling among the tombs, and was often crying and cutting himself with stones; but after the devils were cast out he was found sitting at the feet of the Master, clothed in his right mind. Well, we trust the devils have been cast out of us. We are not crazy now, though we were before we had our cost system. The fellow without a standard cost system hurts himself by shaving down the price. We have been cured of the disease, we think. We are clothed with the knowledge of what our costs are, and have been brought to our right mind on a few points. We are sitting at the feet of the great teacher—our standard cost system.

1912 Outing of the National Press Association

By F. M. Mills, an Octogenarian, Who, in Vigorous Health, Accompanied the Party and Enjoyed Every Minute of Each Day from 6 A. M. to 12 P. M. —More Than Fifty Years Ago He Was Publisher of the Des Moines (Iowa) Leader

HAVING been requested to give my views and observations of the trip through South Dakota of the National Press Association of America, I beg to say that the readers of the National Printer-Journalist will pardon me for being somewhat lengthy, but the circumstances of the trip and the full measure of enjoyment, certainly warrant me in going considerably into details.

The party included fully one hundred and twenty-five men and women, representatives of some of the very best country papers in the United States, who took their departure on the evening of June 27 for South Dakota from Chicago comfortably domiciled in a magnificent train provided by the C., M. & St. P. Railway Company, consisting of a combination dynamo and baggage car, four of their very best sleepers and a combination observation and dining car. The trip to South Dakota was without incident, the journey continuing over a period of some sixteen or seventeen hours, landing us in the Queen City about noon of the twenty-eighth.

We were met by the reception committee and taken in the street cars from the railway station to the Cataract Hotel, and handsomely dined, receiving courtesies of one nature or another from that time until the hour of midnight, when we took our departure.

At Sioux Falls we were taken through the state penitentiary, where we witnessed the making of binding twine, and through the garment factory where we saw them making shirts by the hundreds. All pronounced this the best penal institution they had ever been sentenced to. The prisoners are not costumed in stripes as in other penitentiaries. They are well governed, well fed, and kindly treated. They are given a regular task, and when their stunt is finished, they can if they wish, continue on piecework for pay, and thus earn considerable money, which they can send to their families or keep as a fund to begin the world on when they go out into it again.

Following our visit to this penal institution, we were taken by automobiles for a sight-seeing trip over the city and again returned to the Cataract Hotel, where we were entertained to a sumptuous dinner, and after that, conveyed to the Country Club, where the ladies and gentlemen of the city entertained us. We also enjoyed a band concert given in our honor at one of the beautiful parks of the city, and still later took in a theater party

Members of the National Press Association Excursion Party at State Penitentiary, Sioux Falls, South Dakota

especially prepared for our benefit. One of the interesting features of this party was the exhibition of a moving picture film showing our entire association as they passed in front of the camera, shortly before leaving the city of Chicago.

The party was greatly pleased with Sioux Falls. They were not expecting to see a city of twenty thousand with seven railways branching out in twelve different directions with immense, massive warehouses built and occupied by nearly every prominent manufacturer of agricultural implements in the United States; two big packing houses; the big Queen Bee Flouring Mill—which our breadmaker says makes better bread than Pillsbury's Best or the Gold Medal's—where they make 1,500 barrels a day and intend to make it known as the best the Union over; an immense wagon and plow factory, the beautiful falls of the Big Sioux, which produce 3,000 horsepower for the hydro-electric plant which runs the street cars, lights the city, and turns every wheel in the city, and is capable of being doubled in capacity, and, by conserving the waters of the lakes north of here almost to an unlimited extent, the current being supplied at so low a rate that the cost of power to the manufacturer must bring in a great many new factories.

Sioux Falls is one of the greatest, if not the greatest distributing point in the northwest, and particularly of agricultural implements, in which it holds either first or second place, on account of its favorable location and low freight rates.

Her beautiful building stone, jasper, otherwise known as Sioux Falls granite, is inexhaustible, and the immense quarries in and about the city and in the bed and banks of the river, and which so add to the beauty of the gorges and unique formation of the falls, supply the paving and building stone of Chicago and other cities besides beautifying Sioux Falls with elegant residences and public buildings, business blocks, and warehouses.

The city is prosperous and growing very rapidly. Four new hotels are now being built and equipped, which is going some. One of them will cost $200,000, and is to be strictly fireproof. This added to the Cataract and the lesser hotels will enable the city to take care of the increasing swarm of newcomers.

Three hundred thousand dollars is being expended this season by the city for sewer and water extensions, and a large amount of street grading is being done and street paving is being contracted. A mile and a half of new street railway construction to a beautiful new city park and other plans for extensions arranged for. There are six different lines and fifteen miles of track, more than many cities twice the population have. About two millions of dollars were expended for improvements in the city last year and this year will much exceed last.

One member of the party said: "This city will be a beauty after two or three years. I wouldn't care to live here now with the streets all torn up and piles of building material everywhere, but it gives great promise of what it will be." When he had been taken through the beautiful residence section, he changed his mind and said, "It is so fine now, we ought to put up with the inconveniences caused by the big improvements going on."

Sioux Falls is the commercial metropolis of South Dakota. Its freight rates are very favorable, allowing it to compete with Sioux City, Des Moines, Omaha, Minneapolis, St. Paul, besides being from one to two hundred miles nearer the territory to be supplied.

Educational, social and religious facilities are commensurate with its other advantages. It is very certain that the next census will show Sioux Falls a city of fifty thousand people.

Leaving Sioux Falls soon after midnight on the twenty-ninth, the train arrived at Watertown in time for a toothsome breakfast, after which the party was taken in automobiles around the handsome city and out to Lake Kampeska, some four miles away. This is a beautiful sheet of water, about two and a half miles wide by five miles long, with a fine beach almost all the way round, and well stocked with fish. About a hundred cottages are grouped on the south shore and the indications are that it will become a great resort. The government and state maintains a well-improved military camp there every season, where militia disports itself and resorters come from far and near. Watertown is the largest city in northwestern South Dakota, and has quite a large wholesale trade.

A steamboat ride from the west end of the lake to the railway station was a pleasant variation and we took the train and proceeded to Aberdeen, the second city in the state in population, and a pretty and promising place in the center of a fine agricultural section and quite a railway center, as is Watertown. Aberdeen has recently installed a street railway and is putting on advanced city airs. Her handsomely paved streets and general air of prosperity make her seem very metropolitan. She has the reputation of having an enterprising set of business men who hang together for the common good, and what they have accomplished seems to bear out the claim. The party was finely entertained at the Commercial Club's elegant club house.

A broken engine delayed the train so that it was necessary to cut out the stop at Redfield, another important city of the central portion of the state. However, its up-to-date people improvised an unique entertainment by faking a hold-up when they learned that we were going to pass them by. As the train was passing slowly through the city a band of imitation cowboys with masks suddenly appeared and fired a volley from their revolvers and guns while the citizens who had gathered in crowds looked on at the fun. Some of the party from the East who thought it was the real thing, surreptitiously hid their pocketbooks and their watches, but the laugh was on them as we sped on our way.

Huron, where the state fair is located, was the next stop. Here we had another auto ride and a big supper. The fair grounds and buildings are gotten up in a style which shows they intend the state fair at Huron shall be a permanent thing, and the people of the state are satisfied that it shall be so. The city is well built, is centrally located, has several railroads, and is in a fine agricultural region.

Taking the cars and our berths we awoke next morning in the beautiful young capital, Pierre, where we were breakfasted at two fine hotels, one of which is said to be the finest in the state, recently built by the wealthiest citizen of the state, Charles Hyde, at a cost of over $200,000. A visit to and through the new capitol, built at a cost of over a million dollars, and without a cent of taxation, and a ride through and around the city, showed it to be a beautiful site for a big city, which it is sure to be some day.

In five launches the party started up the "Big Muddy" to the buffalo ranch, where some three hundred bisons, the largest herd in the United States, are quartered.

Taking the train again, we coursed west through the grazing section of the state and where some dry farming is done, with here and there some fertile valleys and some irrigated localities, passing the bad lands in the near distance, and arriving in a rainstorm at Hot Springs, where we had a fine supper to which everyone did ample justice, after which an hour or two was spent in meeting the citizens, at the initial point of the wonderful Black

Hills, enjoying their hospitality at the celebrated Evans House. Then almost every one of the party went to the mammoth plunge baths, where a joyous and hilarious time was spent until near midnight. Men, women and children were vying with each other as to who could swim the farthest, dive the longest or be the most expert at the various stunts of the sanitarium—the high dive and the toboggan slide—in all the positions possible. The tall man and the fat lady went down the slide forward, backward, upside down and every possible way.

The next morning another visit to the baths for a parting swim, then in autos to the government sanitarium and the National Soldiers' Home, through the canyons and over the hills and winding roads about this lovely city, and out to the State Soldiers' Home, where some two hundred old soldiers are handsomely cared for and bountifully provided with the comforts of a real home, and

Members of the National Press Association at the State Soldiers' Home, Hot Springs, S. D.

where we were given a soldier's dinner, but such a dinner as satisfied every appetite, and warmed the cockles of the heart. There is no place in America where one could more pleasantly, more comfortably or scarcely more luxuriously spend the warm summer months than at beautiful, picturesque Hot Springs, S. D. It excels in every way, except the high cost, the Hot Springs of Arkansas, or the aristocratic Hot Springs of Virginia.

After leaving this lovely place we made our way through very picturesque scenery, through gorges and winding ways, through fertile valleys, passing villages, hamlets, mining camps, now on the top of the mountains, now winding and curving the way to the valley, the train sped on through the magnificent, wonderful Spearfish canyon, to the city of Spearfish, the objective point of the excursion. There is no wilder or more beautiful scenery in the Rockies or anywhere else than can be seen in this trip through the Black Hills, particularly in Spearfish canyon.

At Spearfish we were welcomed and entertained at their handsome Masonic hall and club rooms. They are not niggardly in the Hills and the Masonic hall is one of the places which seems to be the center of hospitality, and they are more elegantly equipped than you will often find elsewhere.

After sundry and divers speeches, pro and con, the party was taken to a large hall where was served a fine mountain trout supper, with all the trimmings. The streams thereabout abound in the speckled beauties, and over two hundred specimens were served up for our delectation. It wasn't merely a supper, it was a banquet, and everything on the tables, which were loaded with delicacies and flowers, was grown or produced right about Spearfish. Everybody wanted to stay right there for the balance of the summer.

At a late hour the return trip started, landing us at Deadwood, where we partook of a hasty breakfast and trollied up to Lead, and the great Homestake mine, where they turn out some eight million dollars of the precious metal annually. Lead is the third city in population in the state, but produces the most wealth. It turns out the real stuff, while the other cities have to saw wood to get it. The mining interest, however, is small potatoes, compared to the returns from the soil.

The Homestake mine is not to be sneezed at. It is a great enterprise and its machinery and equipment is wonderful and extensive beyond belief of those who never saw it. Over four thousand men are employed. Several hours were spent in examining the surface works, but none of the party ventured down into the bowels of the earth.

From Lead we took our own train again and rode seventeen miles to reach Deadwood, two and a half miles away. Here we visited the assay office and were privileged to see and handle real gold bricks. One lady lifted the big brick weighing 130 pounds, two feet from the floor. It was valued at $32,000. She was told she could have it if she could carry it away, but being a journalist the temptation was not sufficient to induce her to make the trial.

Deadwood is not dead wood by any means. It is an up-to-date city, with up-to-date inhabitants. In fact, the Black Hills country is fine in every way and peopled with the most enterprising, energetic citizens gathered from all parts of the world, and somehow they and the country make everybody want to be amongst them.

From Deadwood to Rapid City was the next stage of our journey. Another big feed, then more speeches and a general good time, and we were again on our way toward the East, arriving the next morning early at Chamberlain, where we were slated for a fish breakfast on American Island in the Missouri, but a big rain knocked the festivities on the island into a cocked hat, so the fish were distributed among the different hotels and restaurants and the editors divided into groups, but had their fish breakfast all the same.

Mitchell, the "Corn Palace City of the World," was the next stop. Here we had the inevitable auto ride, a fine dinner served in the Corn Palace by the ladies of the city. Then occurred the greatest "talkfest" of the trip. The orators of the city were in good voice, while President Dowdell and Secretary Schlosser had worn theirs to a frazzle, so the ladies of the party took a hand in the game and gave a fine program. Mrs. Dowdell presided gracefully.

Time limitations forced the officials reluctantly to cut out a stop at Vermillion, the seat of the state university. From Mitchell to Yankton, the one-time capital of South Dakota, was not long and the outing in the state culminated and good-byes were said after a ride through the city and out to the State Insane Asylum, where an elegant repast was served under the trees in the beautiful grounds of the institution.

This excursion was purely a South Dakota proposition. It practically began and ended in South Dakota. Its promoters were President Dowdell and Secretary Schlosser, both of South Dakota. They had told such wonderful stories of the state that the editors determined to come and see for themselves whether they were being "Munchausenized" or if there was truth in the stories these two men had dinged into their ears so persistently.

They came—they saw—they were conquered! One and all said, the half had not been told them. They became dead in love with the wild and woolly west. They were pleased with their entertainment and freely said that

this was the finest and most interesting excursion the Press Association had ever taken in all the twenty-seven years of its existence. Morover, it never cost one of them a cent from the time of coming into the state until the going out of it. A whole week's enjoyment of a continuous performance. In no other state of the Union can be found such a variety of interesting things worth seeing.

More than two-thirds of the state has as good and fertile soil as Iowa or Illinois. The largest stream on the continent, the Missouri, courses through it from northwest to southeast and empties into the Gulf of Mexico. For the Missouri is the Father of Waters, not the Mississippi, thus being the longest river in the world. The wide cattle-range in the central west part of the state is not arid, but is gradually coming into cultivation. The Black Hills country furnishes beautiful and wonderful scenery, and rich gold mines, and the fertile valleys and the mountain streams afford irrigation farming. South Dakota resources are really wonderful.

The party found South Dakota had forty-seven million acres of the best soil in the world.

They found that anything that could be raised anywhere, could be grown in the state except tropical products.

They saw the cattle on a thousand hills. They saw corn waist-high instead of knee-high on the Fourth of July, as is the standard elsewhere.

They saw the finest and wildest scenery and the greatest mine in America.

They found alongside of the cornfields the kind and quality of hogs that induced the two greatest independent packing houses in the world to locate in Sioux Falls after one of them had been offered $150,000 as a bonus to locate in another city.

They found this new state with 4,000 miles of railway, and railway building but just fairly begun.

They found a grand school system, with a present fund of $10,000,000 and 3,000,000 acres of land as an endowment which will bring $125,000,000 when sold, and no school tax.

They found that the wealth per capita is greater than in any other state, with bank deposits of over $80,000,000.

They found it a state with many well-established colleges, fine school buildings and churches.

They found a well-to-do people, established cultured society, full of enterprise and energy.

They found this a country of opportunity, with lands just as good or better than anywhere else in the world and at half the price.

They found a country where the sun shines more than three hundred days in the year, where the air and water are pure and lifegiving.

It is the privilege of old people to be garrulous and when he has so good a story to tell you cannot expect an octogenarian who has been a pencil pusher most of his life to be very concise, and there was so much of interest crowded in this trip of a week, and South Dakota is so well worth being dilated upon that it is difficult to portray its beauties, its advantages, and activities in small space, and as I was asked to write the story of the excursion, I have done so, even at the risk of making it a tiresome one.

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John F. DeHaven has joined the advertising staff of The South Bend Tribune. For some years he was identified with other South Bend newspapers. The Tribune, on the watch for good men, had observed his work and at the proper time attached him to its advertising staff, at the head of which is F. P. Gould.

Michigan Printers' Cost Commission

The board of commissioners in charge of the Michigan Printers' Cost Commission held a very important meeting in the New Burdick Hotel at Kalamazoo on the afternoon of Saturday, July 13. The action taken at that time will result in the making of history in Michigan printing trade conditions.

The most important action taken was in the appointing of a committee to formulate a suggestive price list for commercial printing which is to be placed free of charge into the hands of every member of the Michigan Printers' Cost Commission. This price list will include a standard scale for staples as well as giving arbitrary hour selling prices, production averages and liberal information bearing on the square inch method. This committee, which is composed of A. K. Tyson, Grand Rapids; J. B. Rieg, Kalamazoo, and R. A. Moote, Jackson, is to report its findings at the next meeting of the board of commissioners, which will be held on the afternoon of September 1 at Kalamazoo.

Next in consequence to the selling price list was the action taken on the program for the 1913 cost congress, which is to be held in Kalamazoo, April 17, 18 and 19, 1913. The board has taken a progressive stand in that it is going to make a radical departure from the old method of conducting cost congresses. The actual business sessions are to be of only two hours' duration each, and during those hours supply-men will be obliged to close their exhibit rooms. Another new feature and one which will please the speakers, is that of allowing no smoking in the convention hall during the meetings.

The cost congress will be held in the New Burdick Hotel. All of the rooms adjacent to the hotel banquet hall will be reserved by the commission for the use of supply exhibits.

The commissioners adopted the following plan:

First day: 1:00 p. m.—Registration and getting acquainted; 8:00 p. m.—illustrated lecture on paper making.

Second day: Morning—Convention session; afternoon—a visit to paper mills; evening—local entertainment.

Third day: Morning—Convention session; afternoon—convention session.

The board went on record as favoring one national organization of employing printers to serve the interests of the printers of the country.

The proceedings of the April cost congress will be mailed about the middle of September. With this document will go the Michigan selling price list.

From now on the secretary, J. S. McMillan, Monroe, Mich., is to conduct an active campaign to secure members for the state organization. The membership fee of one dollar is payable when application is made, while the annual dues of three dollars need not be paid until the time of the second cost congress.

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OUTING TO EMPLOYES

The annual outing of the George H. Alexander Company, Pittsburgh, Pa., the Wood street stationers, was held Saturday afternoon, July 13, at the home of W. P. Jones, Emsworth, one of the pretty little suburbs of the city.

A delightful afternoon and evening were spent by the members of the company. Baseball and other outdoor sports held the center of attraction in the afternoon. Dinner was served on the lawn.

It has been the custom of Mr. Jones for some years to have the employes of the company come down to his home one afternoon each summer for a good, old-fashioned outing in the country.

REVIEW OF JOB PRINTING

Address all communications to Leon H. McNeil, 400 W. Washington St., Findlay, Ohio.

A LARGE announcement for the Rexall Drug Store and a humorous wall card constitutes the contribution to this department for this issue by the Journal Printing Co., Saptula, Okla. The announcement is the best of the two specimens and shows the Cheltenham caps used to good advantage. Border composed of the linear rule is novel and artistic. The "wise old owl" wall card would have been improved by setting the matter in fourteen point caps. The type selected for the original is hardly adapted to this class of work. Litho Roman was designed for imitation litho work, and should be confined to com-

Leon H. McNeil

mercial stationery and bank work. The first virtue of a piece of printing is legibility, hence my suggestion of the use of Cheltenham. The other features of the card are in good taste and the general appearance is pleasing. The inks and paper stock selected show artistic judgment along this line.

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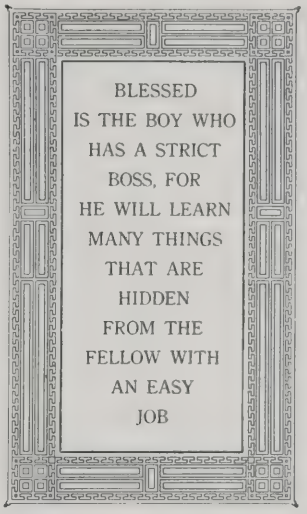
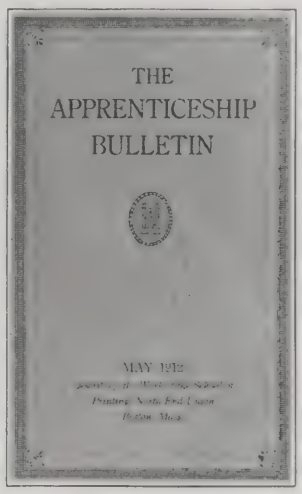
SPECIMENS REVIEWED

No better examples of the proper restraint in the use of colors and decoration have come to our notice than those contained in the work of the students of North End School of Printing, Boston. Every specimen is a model of neatness and harmony, and for the benefit of those who aspire for better things typographically, both old and young, we are showing two specimens that were composed and printed by the students of this school, under the instructorship of Mr. A. A. Stewart, who has had charge during most of the ten years of the school's life. Mr. Stewart is a practical, high-grade printer, with a gift of teaching and a knack of getting along with the boys. Motto cards and booklets are the principal productions of the school. The motto card herewith reproduced was printed in brown and orange, with the inner rule in green, on buff stock. The cover of the May issue of the Bulletin was





printed on brown linen finish stock, border and ornament in brown, type matter in dark blue. Attention is called to the harmony of the shaded rule border and the ornament, while the inner rule and corner pieces are handled in a somewhat unique manner, producing a pleasing effect, without any effort to overdo. The most careful presswork is shown in every product of the school, all work being done on platen presses, which discourages the idea that it is necessary to have a cylinder press to produce good book work.

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Globe Publishing Co., Condon, Ore.—The Hazen & Son letter-heading in black on gray stock is the best as regards general arrangement of the several specimens sent for criticism. The heading would have been improved, however, by arranging the matter below the firm name in a group, in one size type, placing address and date line outside the border. The Globe Publishing Co. letter-head and heading for the Gillman County Land Co. are not in good taste, legibility being sacrificed to orna-

mentation. If borders of this design are used on letter-heads, same should be in light tint. Type matter is not well displayed and placed on either of these headings, and we cannot suggest any way of improving same without an entire new arrangement, and eliminating the newspaper border. We shall be pleased to receive a resetting of the headings, or the writer will offer suggestions regarding same if requested to do so by letter. The program for commencement exercises is a good piece of composition, type and border on title page being well selected and arranged in simple manner. Matter following program on third page could have been placed to good advantage on second page, thereby relieving the crowded appearance of the page as it now stands. The title page of the program for Threshers' Association would have been improved by setting matter in larger sizes of the same face as used, omitting the panel arrangement. Type matter should have been arranged in two or three groups, as per commencement program. When arranging title pages into three groups, second group should be a trifle above center of page. Cut of court house, being rather crude, could have been well omitted, substituting a small symbolic ornament. Program of exercises has a rather crowded appearance and would have been relieved in this respect by placing date and hour in one line. The word "address" in text type does not add to the appearance of the program. Mid-Columbia Association program is fairly well done and would have been improved as regards the title page by a more simple treatment, an arrangement more in keeping with the pages following.

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Much of the discord in color work could be avoided if printers would give more study to the selection of colors that harmonize with the stock used. In two color work orange and violet; light blue and deep red; orange with black or with brown; black and salmon; black and light green; will be found to produce pleasing results, color of stock considered, while different shades of the same color will produce a beautiful effect when used with a stock of a similar shade. The latter is especially true regarding buff and brown paper stocks.

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Monroe County Democrat, Sparta, Wis.—Folders and programs are fairly well arranged, although inks were not well selected. The Spirit of the Flag program and Monroe County Bank statement are your best specimens, although ornament used on the latter was not selected with an idea of appropriateness. Officers' names on page four should have been in six or eight point. "Diplomatic Tangle" folder is rather unique in arrangement, and would have been improved by trimming off the white margin of halftone print, thereby giving it more the appearance of photo. Christmas folders printed entirely in green ink are anything but pleasing, and would have been improved by the use of an occasional spot of red or orange.

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Roller Printing and Paper Co., Canton, Ohio.—Your letter-heading and wall card are the best among several specimens received. We are showing the letter-heading, which is handled in a rather original manner, being materially aided by good presswork and accurate register. Original was in blue and gray on light blue stock. The Business

The Roller Printing and Paper Company
Rulers PRINTERS Binders
"PRINTING OF QUALITY" Loose-Leaf Systems "THE COMPLETE SHOP"
CANTON, OHIO, U. S. A.

Scout blotter is fairly well arranged, although possibly not handled by same compositor who arranged the letter-heading. Blotter contains entirely too much matter, and we doubt if the busy business man would take the time to read so lengthy an argument. The wall card, which can be read at a glance, will carry more advertising value, and no doubt be preserved by the recipient.

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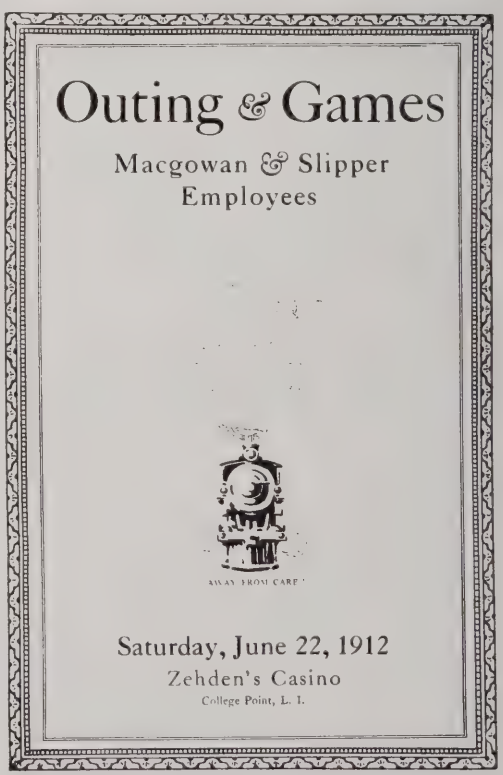
Dave Silve, Brooklyn, N. Y.—We are showing the title page of an attractive program designed by Mr. Silve for Macgowan & Slippers' employees' outing. Original was in black and orange, printed



on antique stock, the orange ink being used on inner rule only. The border and cut are of unusual design and aid in producing a novel and clever page.

The only suggestion we would offer regarding the composition would be to have set the lower group in one size of the type employed.

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Manz Engraving Co., Chicago, issue a wall calendar for the months of July and August that is so cleverly designed and so beautifully printed that it is sure of a place of honor on the wall of any office.

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Fredonia Herald, Fredonia, Kan.—Specimens are all well handled with the exception of the Herald letter-head and the Thurdow Lieurance folder. General arrangement of the letter-head is in good taste, but feature line should be reduced to at least eighteen point. The faulty arrangement of the title page of the folder spoils an otherwise good piece of composition. Title page should have been composed entirely in one series of type, using ten and twelve point, arranging matter in two or three groups. Ornament used on third page would be more appropriate for the title page than the one used in the original. Blotters and stickers are well handled and we have no criticism to offer regarding same. A resetting of the Lieurance title page, arranged as suggested above, by the writer, will be shown in the September issue.

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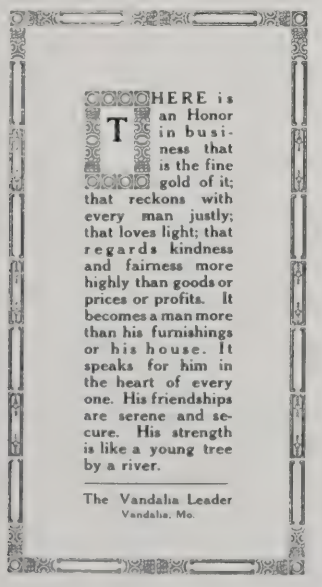
C. E. Syler, Vandalia, Mo.—Your specimens, almost without exception, are original in design and well composed and printed. We are showing a reproduction of your small desk card. Original was in black and orange, type matter being printed on white antique stock and tipped inside border in


THERE is an Honor in business that is the fine gold of it; that reckons with every man justly; that loves light; that regards kindness and fairness more highly than goods or prices or profits. It becomes a man more than his furnishings or his house. It speaks for him in the heart of every one. His friendships are serene and secure. His strength is like a young tree by a river.
The Vandalia Leader
Vandalia, Mo.

orange, the latter being on buff cover stock. Another pleasing specimen is the twelve-page booklet descriptive of Vandalia. The inks and paper stock are selected with the idea of harmony, and cover is buff ripple onyx, being printed in brown and buff, forming an excellent combination. All specimens show careful joining of rule corners and details that combine in making good printing.

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LETTER HEAD CONTEST

Conducted by the Job Specimen Department of the National Printer-Journalist—Opens August 1, Closes September 31

Copy

National Printer-Journalist, Benjamin B. Herbert, editor and publisher, a journal for printing and allied trades, published monthly, office of publication, 4618 West Ravenswood Park, Chicago, Ill.

Rules Governing the Contest

Contest open to all. Each contestant may submit as many designs as he sees fit. No words to be omitted and none added. Any stock ornaments or other type founders' material may be used. Four perfect copies of each entry must be submitted, in black and red, upon white stock, exactly 8½x11, mailed flat, and addressed to L. H. McNeil, 400 Washington street, Findlay, Ohio.

Awards

First prize, $5.00; second prize, $2.00 and year's subscription to National Printer-Journalist; third prize, one dozen Rouse's composing rules in leather case, and year's subscription to National Printer-Journalist; fourth prize, year's subscription to National Printer-Journalist; fifth prize, same; sixth prize, same; seventh prize, same; eighth prize, same.

Awards will be based upon balance, harmony of design and legibility.

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THE VALUE OF PREPAREDNESS

The firm that can meet an emergency and successfully cope with a proposition that has been sprung upon them in a moment when they least expected it, is the firm that gains greatly in the long run. The following instance shows the ability of at least one Pittsburgh firm to handle an emergency order in the best of fashion.

Woodrow Wilson was chosen by the Democratic convention as their presidential nominee about three o'clock on the afternoon of the second day of July. Just about six o'clock of the same day the Pittsburgh Post, the only Democratic paper in Pittsburgh, Pa., sent a messenger to A. W. McCloy Company, asking if it would be possible for them to get out 50,000 pictures of Woodrow Wilson by midnight, as the Post desired to use all these pictures as souvenirs in the morning edition of the paper. The manager of the McCloy Company replied that they would take the job.

It was found necessary to keep the entire force of the firm on duty almost the entire night in order to get the order out. Three giant presses were run at full speed, and just as fast as the pictures were turned off the presses they were sent over to the office of the Post by messengers.

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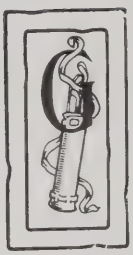
The Pittsburgh directory for 1912, the seventy-fifth number, was issued July 15. It shows an increase over the issue of 1911 of sixty-four pages, or upward of 8,500 names. More than 52,000 changes were made. This may seem surprising, but it must be remembered that Pittsburgh is the home of the educational institutions for the nation, and for other nations as well, and young men come here, take technical and professional courses with advantages that can be found in no other place, and then go back to their homes. This is all fully covered by the increase made.

Second Annual Cost Convention of Ohio Printers



GREAT preparations are being made for the second annual cost congress, October 3, 4 and 5, to be held in the great Music Hall, Cincinnati. The program of addresses will cover Friday and Saturday, and includes the most noted speakers of this country, men who have made a very careful study of cost, efficiency and the co-operative movement. The exposition of printing machinery and devices opens October 3, and will be very complete and educative.

The officers of the Ohio Printers' Cost Convention claim that they have combined on one program, the most eloquent and entertaining speakers that have ever been engaged for any printers' convention.

To insure the highest success of this convention, the auditorium within the building of the Cincinnati Music Hall has been specially engaged for the convention.

The auditorium is arranged in theater style, with orchestra chairs, and has a seating capacity for nearly 6,000 people.

It is not probable that this auditorium will be filled to its capacity, but there is every reason to believe that it will contain the largest delegation of printers ever brought together in connection with a cost movement.

On the stage of the auditorium is the giant pipe organ, claimed a few years ago as being the largest pipe organ in America.

By special arrangement this pipe organ is to be played, immediately following adjournment of the Friday official session.

Entertainment

The entertainment committee have been given a sum of several thousand dollars to spend in properly providing for the comfort of the delegates.

One of the unusual features of the entertainment consists in supplying, in Music Hall, every meal during the two days of the convention, excepting breakfast. Caterers have been engaged, who will not only serve luncheon, but an inviting menu for a banquet on Friday evening has also been provided for.

Special attention has been given to the care of the ladies, who are expected to attend in large numbers. The committee has been provided with an unlimited number of automobiles and will conduct the lady delegates to the parks, to the Art Museum, to Rookwood Pottery, and finally to the Zoo, where luncheon will be served on Friday.

On Saturday the ladies will be further entertained by a luncheon, served at one of the dining halls of some of the largest down-town department stores, and afterward taken to a matinee at one of the leading theaters.

The Exposition

The machinery hall, in the Music Hall building, has been engaged for a special exhibition of printers' machinery. This hall is 93 feet wide, and over 300 feet long.

Particular attention will be given to suitable and attractive decorations in the hall, a decorator of experience having been engaged, who will construct booths of artistic and uniform design, with suitable lighting effects.

At previous conventions there has been a demand for space that would enable the manufacturers to show machinery in operation under favorable conditions.

At Cincinnati, a hall specially designed for the purpose, has been engaged, where unlimited power may be obtained, where floors are substantial and especially erected for supporting heavy machinery, where perfect lighting facilities have been provided for, and where water may be obtained abundantly.

Because of the very great care in superintendence and attention to details, exhibitors at this exposition will receive attention and an opportunity for display never before offered manufacturers at a printers' exposition.

Special attention is being given to get a complete display of every new and modern improvement in printing machinery and appliances. The exposition alone will be an education in itself, as printers will here be enabled to see for the first time all types of machinery and all modern appliances that will convert the art preservative into a high type of manufacturing industry.

Machinery hall connects with the auditorium, where the convention will be held, by a passageway, and no more than 75 feet separates the two halls; thus every delegate attending the convention will have an opportunity to see the exhibition of machinery at the greatest convenience.

To make doubly sure that the exposition shall receive full attention from delegates, the exposition opens one day in advance of the convention proper, viz., October 3, and will be continued through October 4 and 5.

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Mid-Atlantic States Cost Congress in October

New York, June 17, 1912.

National Printer-Journalist,

4618 W. Ravenswood Park, Chicago, Ill.

Gentlemen: The Typothetae of the city of New York, at their annual meeting held June 11, 1912, unanimously decided to follow up the successful production of the "Revised Proof" play given at Palm Garden, May 27, 1912, for the promotion of cost installation of the uniform standard cost system now being installed by the Typothetae in various plants in New York City, which was attended by over sixteen hundred printers, by having a cost congress of the Middle Atlantic states, which includes all cities from Boston to Baltimore, during the first week in October.

Mr. Bothwell, chairman of the executive committee, who so successfully managed the "Revised Proof" production, was authorized to complete all arrangements for the cost congress meeting in October. This assures its success.

We would appreciate very much any publicity you can give this movement to make it a success.

Thanking you, we are,

Very truly yours,

F. D. HUTCHINS.

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Nine men and one woman were graduated with the degree of Bachelor of Science in Journalism from the School of Journalism of the University of Missouri this week. This is the first four-year class graduated from any school of journalism.

The graduates are: B. O. Brown, Denton, Texas; Edward Robert Ashley Felgate, Shanghai, China; Henry Hubbard Kinyon, Clinton, Mo.; Fred Melvin Harrison, Gallatin, Mo.; Miss Florence Jessie LaTurno, St. Louis; Lyndon Burke Phifer, Rich Hill, Mo.; Walter Campbell Stemmons, Carthage, Mo.; Ernest McClary Todd, Columbia, Mo.; Earle Barton Trullinger, Maryville, Mo.; Hin Wong, Canton, China.

All the graduates have jobs with newspapers.

Pertinent, Profitable, Practical Points for Progressive Printers in Addresses Before the First Annual Convention of the Ben Franklin Club of America at Cleveland, Ohio, June 20-22, 1912

(Continued from July Issue)

"Proving Efficiency"

H. L. Baker.

I feel flattered to be asked to address you, especially in this great city of Cleveland, where as a young ignoramus from a country printing office, I haunted the back doors of composing rooms looking for a job.

When I "thay Amen and thit down" I hope you won't say what a toast-master did after I had finished a talk, not long ago. He said "Mr. Baker's speech reminds me of a Mother Hubbard wrapper—such a garment, you know, covers the whole subject and does not touch it anywhere."

Just before I left home one of my neighbors asked me where I was going, and I told him "To the National Convention of Ben Franklin Clubs." He asked "What are they?" and I replied that they were composed of employing printers. Then he wanted to know why that name was appropriate when Ben Franklin did not really amount to much until he quit the printing business and went abroad. I told him that was the point exactly—that the Ben Franklin Clubs were composed of printers who were determined to make enough out of the business to quit if they ever feel so disposed—and go abroad if they wish.

But you may be sure that Ben Franklin's success in this respect was due to unusual efficiency for his time, and the application of similar qualities to the details of pressroom work is what I want to talk about for a few minutes.

Many people seem to have vague and curious ideas as to the nature of Efficiency—the Efficiency meant by the professors and teachers of the recent doctrine of Scientific Management.

They seem to look upon it as a sort of antitoxin, which can be injected at any time they see fit to call in old Dr. Scientific Management, and thereby effect a quick, permanent and complete cure for all the ills that now run up the costs of production.

A New York printer said to me that he knew his place was carelessly and expensively run, but as soon as business slacked up a little he intended to install an efficiency system and then things would be all right.

You see he looked upon it as something like a patent medicine cure-all—something "Pink for Pale Printers"—guaranteed to cure without an effort on his part.

If it were medicine most printers would say: "Gimme two bottles for my pressroom, one bottle for the composing room, a few doses for the office—and you might let me have a drop or two—not because I need it, but just to show I'm taking it, too."

We rank outsiders clearly see that if the printer would take a good stiff dose himself, he could take care of his workrooms without any medical assistance.

However, real Efficiency is not the result of medication, but is gained only by right business living, patiently followed day by day.

Now, before we can cure pressroom inefficiency, we must diagnose its troubles.

I have seen a good many pressrooms and am somewhat familiar with their usual operation. After printing presses became my business, almost the first thing that caught my attention was the wide discrepancy between the speed at which a press runs and its actual net product per running hour.

How is it that a bunch of presses running at speeds from 1,000 to 1,600 per hour, will show an average of only 725 per hour for actual running time, not reckoning make-ready or idle time? Why does make-ready take such an enormous amount of time, often amounting to more than half the running time in the commercial job concern?

I have asked proprietors, and they tell me it is one of the mysteries of the business which must be accepted like Fate—that they hire the best managers and superintendents they can get and must depend upon them for results.

I have asked superintendents, and they tell me that modern pressmen are a sloppy, incompetent lot, and there is no use trying to get better results out of such material.

I have asked pressmen, and they tell me they are doing the best anyone could do under the conditions surrounding their work, and they come pretty close to proving their contention.

Here one begins to see which department of the business really needs the application of Efficiency, whatever that is. Who is responsible for the conditions under which work is turned out?

I assert my mature belief that the workmen come nearer measuring up to their possibilities as a class, than do those under whom they work.

I don't mean that if a pressman were put in the position of authority he would do better than those now over him. He wouldn't. He would follow the same old ways that have always been followed.

"The same old ways"—there is the seat of the whole difficulty.

I have sometimes thought that if I could only put a stick of mental dynamite under the manager's chair and blow him outside of his own business, so that he could come back and look it over with the eyes of an outsider, what a splendid thing it would be for the business.

A man is more competent to make an expert study of his own workrooms than is any outsider, if he would only do it. If any one of my hearers will go into his own office some morning, keep away from his desk and his mail, forget his usual occupations, and constitute himself an "efficiency man" for the time being, he will find plenty to criticize about his own methods and plenty of places where changes will be very profitable.

What sort of things will he find in the pressroom?

Well, a manufacturer of high-speed presses has to be posted for his own protection. When buyers of his presses complain that they cannot get the output they expected, it is up to him to know why.

In my office at home are hundreds of daily reports made by our own men, showing speed of press, net output for the day, how much time lost and full details as to why it was lost. Listen to some quotations from these reports:

8 to 8:30—oiling up, putting in rollers, etc.

1 to 1:20—oiling up, washing rollers and getting started.

There are 480 minutes in an 8-hour day—it takes a loss of only 48 minutes to reduce the output ten per cent, and most offices lose that much or more "getting started." Such methods would ruin a railroad—a locomotive is oiled and groomed and tested and fired and tuned up to its best working condition before time to begin work. Why shouldn't a press be all ready to run at 8 o'clock and at 1 o'clock?

Here are more quotations:

Changing top sheet, 1 to 1:20. (Why wasn't that done before 1 o'clock?)

Waiting for stock, 1½ hours.

Waiting for truck, 45 minutes.

Waiting for ink, 30 minutes.

Correcting typographical errors, 40 minutes.

Changing make-up because margins were wrong, and new make-ready, 7 hours.

Changing address, 8 to 9. (Why not before 8?)

Something fell from ceiling and battered form, 1 hour.

Rollers run soft, to cool off, 1 hour. (Why not extra rollers?)

Such entries as these occur every day and probably occur in every pressroom.

Another character of reports concern the condition of the paper. Listen:

67 stops today, due to bundled paper curling and stopping the automatic feeder—couldn't keep time lost.

22 chokes, due to creases in bundled paper.

Run slow so feeder boy could handle bad stock.

There are numerous items like these. If bundled paper must be used, why not open and pile it flat the day before, to reduce the creases?

28 stops due to held sheets and torn sheets automatically stopping the feeding machine—many of them going on the rollers—couldn't keep time lost.

At a slightly increased cost, printers can buy inspected paper, from which held sheets and torn sheets are eliminated—this cost is saved many times over in a pressroom.

Another character of entries have to do with the condition of ink.

Ink pulled coated surface, so had to run slowly till 9:30 when pressroom get heated up. (Why wasn't pressroom hot at 8 o'clock?)

Foreman ordered ink changed—35 minutes.
Poor ink, washed up every two hours.
Changed to different red—40 minutes.
Idle all day, waiting for arrival of more ink, expected tomorrow morning.

Press broke down—6 hours—due to bearing running hot for lack of oil.
Break down, due to bolt jarring loose and falling out—found it on floor under press.
Broken gear—teeth worn to knife edge almost—pressman had not noticed it. Two days lost waiting for new gear.
These are only a specimen of the few ordinary causes of delays in every pressroom. To eliminate them wholly or nearly so would be a long step toward pressroom efficiency, wouldn't it?
But how to do it, you ask? Well, no successful printer ever yet applied his mind earnestly to a problem without finding a solution—at least, an improvement on present conditions.

Just as a suggestion, why not handle your pressroom just as you do your machine composing room? Have a pressman-machinist and such floor men as he needs. Let it be their duty to have every press cleaned up, oiled, rollers washed and in place, paper up, etc., so that at the stroke of 8 every machine with a form on will start producing at once. Let them take the machines at 12 o'clock, go over again, oil carefully, see that everything is tight and otherwise O. K., wash and put back rollers if necessary, etc., ready for work again promptly at 1 o'clock. These floor men can tote paper, ink, etc. and save stopping presses for lack of material.

Between forms the machinist can find plenty to do in tuning up presses, replacing worn parts before a break-down comes, adjusting for wear—in short, keep every machine tuned up to its best condition, just as a locomotive is handled. Doing this will not only save most of the lost time, but will keep the machines in so much better condition that there will be fewer stops, more steady running, fewer break-downs, and a much larger net output. It will also mean a better quality of work, better register, less time spent to get register, less spoiled work, and a lower net cost of production.

In offices too small to employ an extra man or men as machinists, it would be a simple matter to put one pressman in charge of all the machines, with a helper or two, shift their time a little so they would begin work to get all presses ready by 8 o'clock—let their noon hour be from 11 to 12, so they could be on the job while the presses were idle at noon. He would quit an hour earlier at night, but would leave everything running right.

Or, a small office could easily arrange with a competent press machinist to come in and go over every press say once a week. Such a man, with half a day once a week could do wonders in the way of increasing the output and decreasing break-downs and repair bills.

A few weeks ago I had a call from a man bearing the card of one of the big printing firms in London. He said he wanted work in America for a few months to learn how we do things, but that he could not find that there was any position in this country which corresponded to his position at home. That sounded interesting to me and I asked what his position was. He said he had no title, unless perhaps as assistant to the works manager, but that his duty was to follow work from one department to another, see that there were no delays for cuts, for electros, for forms, for ink, for paper,—in short, to see that everything necessary was provided in advance so that orders slid through without delays anywhere. He said that he was the oil that prevented hitches between departments, and greased the ways of the orders through the place. He told me he had applied to many New York concerns, and found they were apparently not in the habit of employing a man for that purpose.

Most concerns of any size could well afford to adopt this English idea and make it somebody's business to act as order follower, or inspector—to be the embodied foresight of the whole concern.

A year ago I had the privilege of studying the pressroom reports of a well-known printing concern. I noticed that for 15,000 hours of press running time, they had 10,000 hours of make-ready time.

Frankly, I was appalled. Since then I have quietly asked questions and learned that many other pressrooms show similar figures. The proprietors tell me it cannot be avoided if fine work is to be turned out.

My own belief, based on investigation, is that a large proportion of this is a wicked waste of time. I have examined many make-readys after forms were off, and wondrous specimens of patient patching they were.

Now, why is all this patching necessary? The purpose of make-ready is to increase the pressure on the heavy parts, and decrease it on the light parts. That would be a simple matter and quickly done on ordinary forms.

But this is the least of the pressman's troubles. When he pulls his first impression, he finds his plates are bad, with sinks in various places, low at one side or high at one corner, etc. He patiently patches to correct the errors in the plates. He often spends more than the whole cost of the plates before he can get them to print well, if at all. I have asked electrotypers about this, and they say that they put as much time on the plates as they can afford for the price they get, and that practically every job of electrotyping they do is a "Rush Job."

May be I am mistaken, but if I were a printer, I believe I would voluntarily pay the electrotyper a higher price and tell him I must have the best and truest and squarest and most perfect plates that skill could turn out. I'd make it pay him to keep his own machinery in perfect condition, to make a plate over again if necessary, and enlist his interest to give me the very best. It would save me five dollars in expense for every extra dollar I paid him.

In addition, I would try to hasten some other portion of the work so as to give the electrotyper a reasonable amount of time. When every job is a rush job you cannot expect the very best work from the electrotyper—and that is about the condition in most foundries.

I would also take sharp clear proofs of every form, so as to detect and remove every imperfect or battered type. Perfect plates cannot be expected from imperfect forms—and imperfect plates are a fearful absorber of time on the press.

After the pressman has provided for the errors in his plates, he finds peculiarities in his press which he must correct. It may be low in the center of the bed, one bearer may be lower than the other, a former injury may have made a dent or low place in the bed, springs may be weak or toggles worn, or rods stretched—any number of things may happen to heavily increase the make-ready time. The pressman has to do the best he can with the conditions provided, and it is a constant marvel that he does so well with so little complaint. But nevertheless, the time he is compelled to waste is appalling. Here again the service of a press-machinist would save a lot of time and money. Make it his business to keep the presses in repair, to correct bad conditions, to watch their proper adjustment, and keep them tuned up all the time. When he finds a machine so worn or so battered, or so weak, that it is not worth the time he must spend on it, throw it out quick.

Given perfect plates and presses in the proper working conditions, your pressmen would cut large chunks from your make-ready expense.

There is something wrong about the customary division of time used in producing a job of printing. The editor or manager takes about six months to prepare it. The artist takes about six weeks to make the drawings. The engraver is given about six days to make the plates. Then time gets short, the electrotyper must do his work in six hours, and that leaves only about six minutes for the poor driven pressman to print the job. Isn't there some way to take this burden of "Rush" from the final operation, and thus save the time and expense of lifting forms, working overtime, etc.? Educating the customer along these lines would be well worth your best efforts.

Now, I do not wish to be misunderstood. I believe in efficiency systems, and recognize the value of trained efficiency men where the manager cannot or will not be his own "Encourager of Efficiency." But the real enduring article of efficiency is a permanent change of habits of all concerned. The plumber can come and solder a leak in your water pipe and it will stay tight. But not so with the work of Efficiency expert, unless someone is on the job every day.

Beyond everything, no matter what plans are adopted to secure better results, don't overlook the human element, the relation between yourself and your men.

The really vital question is—do your employees work *with* you or work *for* you?—*with* you for the prosperity and success of the whole institution, or *for* you simply for their week's wages?

When I hear a man complain that his people seem to take no interest in their work, I know the fault is his. A workman would rather take pride in his concern, would gladly have his interest aroused in what he is doing for his daily bread. It's a miserable life to work wholly without interest or pride in one's work.

When men are working *with* you, they should share with

you in the results of your combined efforts. More and more are employers becoming wise enough to see the importance of the co-operative attitude if the highest success is to be secured.

I believe a plan of pressroom co-operation could be devised which would be very beneficial to all concerned, in which each worker would share in the cash results of their greater efficiency.

That would make every man a partner with you in the results. Every man jack of them would be a scientific manager on his own hook. They might even be able to give you some valuable pointers on how to improve your own methods.

In short, it is my belief that Efficiency is not something that you can go out and buy—the real article must be evolved from the inside by a close study of the business, combined with the understanding sympathic co-operation of the workers, who themselves share in its benefits.

One of my neighbors in Mt. Vernon is the purchasing agent of one of the largest American business corporations, buyers of enormous quantities of printed matter. While riding down on our usual commuters' train to New York the other day, he said to me—"Why don't you ever talk to me about putting in a plant to do our own printing?" I replied that he would be a chump to do that because he was buying printing cheaper than he could do it for himself. He laughed and then proceeded to tell me some things that made me blush for my vocation.

He told me of the many disingenuous excuses for making lower prices. One printer, for instance, told him he was running only three-fourths full (of course I refer to his plant—a printer three-fourths "full" could hardly run)—that the prospective job would fill up the other fourth—that his overhead expense was distributed over the present output—and he could therefore quote him a very low price on his job. The speaker's sneering laugh stirred my blood.

He told of a job for which he used to pay $1.20 per 1,000—the price came down to $1.05, then 95 cents and finally to 80 cents, which he said was below cost. A printer came in a day or two before, told him he had put in a rotary press and would do the work for 39 cents. I asked him how that would pay for the rotary press and he said that was why he would not put in his own plant, because he now had the advantage of every new press and method that came into use, without expense to himself.

He said that the latest idea put up to him was by a printer who said he had installed an efficiency system and could therefore quote him a much lower price than anybody else. What could I say to that?

Now, gentlemen, of what use is it to increase the efficiency of your pressroom if you give all of it to the customer—and then some? Better work along in the old way if the strenuous life profits you nothing. Give the workers their share as suggested, but for goodness' sake keep for yourself the results of your own special attention and skill.

There is just one more bit of co-operative efficiency that I should like to propose. Why not get your members in each city together on a price for the trade press work?—a price at which each concern will do work for other members, if convenient to do so without interfering with its own work. Why compel some members to buy additional equipment when there is already plenty of machinery in each city to do all of that city's printing? Every additional machine beyond the requirements of the business of the city is only a temptation to find some means to keep it busy, at little or no profit, if necessary. Such a trade price would have the further effect of steadying prices all along the line. A man isn't going to take a big run of press-work at $2.00 if he knows he will have to pay $2.50 in case he must have part of it "done out."

A stack of local printing goes out of every city. This plan of exchange of work might finally develop a plan of co-operative business efficiency, whereby all the printing plants would be handled in some respects like one huge organization, all banded together to handle the printing requirements of the city in a large way, with the result of keeping the city's printing at home.

In this connection, I hope you will see, as I do, what a tremendous advantage it would be to have all printers in one big organization. I have pointed out the value of working together as a unit, but how is this possible if you are not one unit, but two or three, or four, more or less rival organizations.

I commend to your attention and acceptance the motto of the Swiss republic—"One for all, and all for one."

The other evening I sat talking with old Captain Dowd, while we dangled our lazy feet from the string piece of the old pier at Madison, Conn. We talked of many things because I enjoy his quaint Yankee shrewdness. I said, "Cap'n, the fishing business is never bothered by any scientific management talk, is it? I imagine you may not even know what is meant by efficiency."

"Wall, I don't know 'bout that, Mr. Baker, but I reckon it means landin' a bigger fish with the same little bait. Instid o' a-fish-ciency, I sh'd call it a-bigger-fish-ciency."

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"Getting Better Prices"

B. F. Corday,
President and Treasurer,
The Corday & Gross Company,
Cleveland, Ohio.

When we look back, it is with a feeling of deepest regret to think that all this agitation regarding cost finding methods wasn't started years ago. Think how foolish we have been, allowing all the years to pass before we awoke to the fact that it might be a pretty good idea to find out what our product was costing us before we attempted to make our selling prices.

We were one of the first concerns in the country to install the Denham Cost Finding System throughout our entire plant, and it has proved to be the wisest investment that we ever made, and whatever differences of opinion there may be as to this method of finding costs, the principle is right and discussions pro and con have done us all a lot of good.

Now that we are all fully awake, let us take some of these visions of the golden future and transform them into living realities of today. Why put off doing what we know ought to be done—charging for our product what we know it is costing—plus a profit. It doesn't pay to get a stiff neck looking for the silver lining in the clouds.

I honestly believe that before very long there will be a

B. F. Corday

cost system in every shop in the country. It is in keeping with the times and we must progress. The cost system is a mirror, it reflects back, like an image in a glass, an exact picture of your business under prevailing conditions.

A while ago a printer told me of a personal experience—he had plenty of orders and in fact his plant was running to capacity, but he did not appear to be making any profit. Some of his equipment was fit for scrap. He had never kept a fund for the replacement of worn-out or antiquated machinery and his plant was not as up-to-date as those of any of his competitors.

He had previously spoken of these conditions and I told him plainly that his business was sick, and that the best doctor I knew of was Dr. Cost System, and that he would

prescribe a tonic to help him find costs. This cost finding would prove to him that it was costing more than it should to execute certain kinds of printing, and show which would be the profitable sort of work to handle with his plant.

He had gotten to the point where he was willing to install a cost system, but the buyer for one house for whom he was doing business told him that it would mean the loss of their trade—an admission that they were buying printing from this particular printer at so low a figure that they knew that the introduction of a cost system would show it, and result in raising the prices, so they threatened to withdraw their trade.

The printed was undecided just which course to pursue. If he installed a cost system he would lose a large and supposedly good customer, and if he continued along the old lines—lots of work and no profit—it would not be long before he would be forced out of business, so it seemed clear that the only thing for him to do was to install a cost system and eliminate unprofitable business, which he did to his entire satisfaction.

We should not allow ourselves to think that a great volume of business is necessary to success; of far greater importance is the profit accruing from the business. After all, what part of the price we get for work are we most interested in? I'll tell you: the part that spells PROFIT. If there is no profit we are better off without the work.

Profit begins where cost ends. Supposing you were doing an annual business of half a million dollars and made a profit of twenty-five thousand dollars: wouldn't it be better to do a business of four hundred thousand dollars at a net profit of forty thousand dollars?

I have in mind an actual case where such conditions developed through the introduction of a cost system, so I do not hesitate to say that we should have no fear of driving away unprofitable orders.

If you have not already installed a cost system my advice is for you to do so at once, and find out just where you stand.

I know that when we installed our cost system we lost many jobs and some customers—supposedly good ones, too,—but if we couldn't hold our customers, doing their work at a profit to us, we were willing to look around for others, which we did, and our business is far healthier today than it has ever been, and yet, we are doing no greater volume of business.

The time is not far distant I hope when our product will be bought on a cost plus basis. It is the only logical way of selling and I believe the only economical way to buy.

Don't make up your mind that you cannot get more for your product until you have tried, providing, of course, you know it is worth more. Don't allow old jaded and jaundiced ideas to get the better of your good business sense.

We must look before we leap and we must first know whether we are entitled to more money for our product before we ask it. and I know of no other way of determining accurately than by installing a cost system.

Speaking of the man who says he can't get the prices reminds me of the fellow who was complaining that his wife was constantly asking him for money; "First it was a quarter, then a half, then a dollar; she never quits asking me for money and nearly drives me crazy."

"Well, what does she do with it?" said his friend. "I don't know, I haven't given her any yet," he replied.

No doubt many of you are wondering what all this talk about cost systems has to do with the getting of better prices.

Maybe some of you gentlemen are already getting more for your product than it is worth. If so, those remarks are not entirely intended for you; but one of the first things your customer has a right to know, before you attempt to get him to pay an increase for his work is, do you know what your costs are of a certainty—and I say certainty advisedly—we have no right to guess or say we think; we should know beyond the shadow of a doubt, but we have no right to ask our customer to pay one penny more than our work is worth.

We should remember this, that while false statements may, for a while, command attention because they are believed to be true, the cheat is soon discovered; and if we haven't found out by this time that honesty is the first chapter in the book of wisdom, it is deeply to be regretted.

Give your customer every consideration. Don't ever overcharge, because the customer who gives you that opportunity is indeed scarce, and you should guard his interests more carefully than if you had given him a price, if only that he shall always have confidence in you.

Remember that all business is founded on confidence, and that is held by a thread, but by clean-cut business methods that thread becomes as strong as a cable, while on the other hand, it can be made to snap like a cob-web.

To hold old customers is just as important, and even more so, than the securing of new ones, for, he is a fool who lets slip a bird in the hand for two in the bush.

When pen is put to paper, in other words, when we receive a signed order, our responsibility only just begins. We should guard our customer's interests every minute, because one of the greatest assets of any business is the service which we render. Service is the one big word that spells SUCCESS.

We shouldn't become careless and indifferent on our orders until something finally goes wrong and then develop about ten horse power animation in telling the customer how it happened; he came to buy what he supposed was to be a first-class article, and he doesn't intend to pay for excuses—he can get them for nothing. We should learn to differentiate between a reason and an excuse.

If your organization is weak in some departments it should be strengthened immediately. Use energetic measures which will put red corpuscles in the circulation of your business.

We don't get something for nothing and about 95% of all this luck that we hear folks talking about is well directed effort. We should specialize in whatever we undertake.

Surely no one will deny that this is an age of specialization, and while one plant may be better equipped to handle one grade of work, another may be better equipped to handle still another, and so on down the line.

One of the greatest ear specialists in the world has recently announced that in the future he intends treating only the left ear—that when he treated both ears he was constantly confused, the nerves and muscles not being identical—and he now claims to be able to do much better work. This is the finest case of specialization I ever heard of—but there's a moral,—apply it to your business.

Very often we blame our salesmen for not being able to secure more business. Try and sell your own goods to yourself once in a while—then take notice. It is an experiment worth trying.

Remember that the salesman can do little without the support of the organization in back of him. Battles are won not only by the first, by the second, by the third and the fourth in command, but by the co-operation of every man under fire, whether he be a gilded aide-de-camp or a drummer.

The head of the sales department should be well versed in selling and a judge of human nature. He is then in a much better position to judge whether or not the men under him are doing all that he has the right to expect, and also better able to see that they are getting the much needed co-operation from the other departments.

They need all the backing up we can possibly give them—all the encouragement at our command. Remember that encouragement breeds enthusiasm and that is a good hill-climber.

Someone has wisely suggested that for compulsion he would substitute co-operation; for coercion companionship; for surveillance responsive sympathy. We must, however, insist that our salesmen live up to our ideals and they should be of the highest order.

Salesmen must be made to realize that honesty and its twin brother, truthfulness, are essential, but they should be augmented by selling ability and a natural ability to handle people diplomatically. This naturally leads up to the question as to whether or not the qualities which must be possessed by a successful salesman may be acquired through training. I am of the opinion that they may if the man possesses innately natural selling ability, that is, if he is even tempered, enthusiastic, resourceful and diplomatic: a man who thinks for himself and is not afraid to act on his convictions.

Sometimes we find a man without initiative, continually waiting for instructions, from his house. That man has to first be told what to do, then told how to do it, and finally someone has to go out and do it for him. We are better off without such people.

Kindly consideration of the customer's wants and requirements, even though it may not be desirable to grant such requests, is sowing seeds that will ultimately make for a bountiful harvest.

The salesman often fails to enter properly into the spirit of the customer's wishes and requirements, and still more frequently does not give due consideration to minor wants and complaints.

The wise salesman will gain the good will and co-operation of his customers by a broad and liberal policy, which will

indicate a desire of the house to do all it consistently can in their interests, rather than along the line of greatest profits with the least possible service.

No one realizes any better than I how hard it is to get good capable salesmen—not mere order takers, but men who can represent their house creditably.

Too often the only argument the order taker can think of is price and competition. Why, there are a thousand ways to get business without talking about either.

Occasionally we get a man who fits into the sales department just as naturally as a tired foot into last year's shoe. All we need to do with such a man is to supply him with the keynote—he will supply the music; but these men, I'll admit, are just as scarce as the proverbial hen's teeth.

But when we get a man like this, do we take the proper care of him; do we fully appreciate his services? It doesn't matter so much what salary he draws—how much does he net?

There are so many openings that a clever salesman need never lack an argument.

A prospective customer the other day actually said: "Why, you use the same paper, ink and other raw material that the other fellows do, why should your product be any different or better?"

I suppose if this man had a piece of cloth, that would be all that was necessary—the tailor who cut and made his clothes would matter but little, if he had the raw material.

The greatest artists in the country—they use the same raw material, too, but look at the difference in the work of the artists—the conception and treatment—why, the raw material is the least important of the many items entering into a job of printing. It stands to reason that we must have good raw material in order to get good results, but the paper and ink isn't the last word—it is much more important how to use the ink and what we put on the paper.

We should remember this fact—selling our product differs from selling merchandise in that we are selling something yet to be created.

A hundred sculptors would each agree to carve a statue of a certain subject from a certain kind of marble and of certain dimensions, and for a hundred different prices—but would you think of letting the contract to the lowest bidder?

Just think how difficult—yes, impossible—it would be to cover the matter of conception, line, proportion and expression by specifications, even though each had the same raw material to work from.

If you owned a vacant lot on one of the principal streets in a down-town section of a large city, and wanted to erect a large dividend paying building, you would call the best architects that you could find,—an architect whose reputation was a guarantee of the fulfillment of all the conditions you were about to impose on him.

Specifications fail in many instances. This only goes to show how hard it is to try and cover the vital question of style and tone by specifications. Specifications are the mere skeletons of the work—no more.

To round out the framework with life, warmth and color, is the province of a specialist; so that no matter how rigid the specifications may be, the selection of the printer is no less important.

So here we see that while many persons who purchase of us think they are putting us in competition, there should be plenty of arguments in favor of quality and service. We ought to be able to bridge the gap between quality and price.

Service is the one big word in connection with our work, and we should render so valuable a service to our customers that it would not be measured by mere dollars and cents.

Many would-be salesmen will tell you this and that and the other thing, and give you a lot of excuses, finally winding up by saying that the price was too high; and meanwhile some real live salesman is closing the contract at a still better price.

I am reminded of something I cut from a magazine a while ago. It represented a talk on the part of a sales manager to a salesman who said there was little or no use in trying to sell goods in a certain city. I had occasion to read it to one of my men recently and I think it will bear repeating here.

"Saturday afternoon I sat on the front porch out home in Greenwood. It was pretty warm last Saturday, you remember, and most of the folks were taking it easy in the shade.

"Bye and bye I heard the cling-clang of a bell down street, and a knife grinder, with his machine upon his back, came trudging around the corner. His eyes were on the ground, he was bent forward and his bell swung with a monotonous never-varying cling-clang, cling-clang from the frame of his grinder. He was working that street for business and the bell was his solicitor.

"Doubtless he said to himself—'These people know my bell. If they have scissors and knives to grind they will bring them out at its call,' but no one brought scissors and knives—no one stirred from hammock and chair. And I watched him trudge his way far down the street until the maples hid his shuffling form and the sultry August air had muffled the cling-clang of his futile bell.

"'Strange,' I was thinking to myself, 'how these relics of other days still ply their ancient trade. Same old grinder, same old bell, same old route through the same old streets. Once in a while some pitying soul gives him a knife to grind and tosses him a dime. Disguised charity.'

"Just then another man rounded the corner, following in the other's trail. He was pushing a little machine on two wheels, but he carried no clanging bell. At my gate he stopped and hat in hand, came up my walk.

"'I beg your pardon,' he said, 'but will you kindly loan me your knife for a moment?'

"I took from my pocket a knife that I invariably carry, and held it out to him. He thanked me courteously and went back to his machine. I watched him with growing interest. Setting the little stone whirring with his foot, he held the blade to its singing rim.

"Repeatedly he sensed the edge, then held it again at a slightly shifted angle. He handled that knife as an expert jeweler would a delicate timepiece, and I saw that he had made a science even of this common trade of the curb and the kitchen door. At length, satisfied with his work, he came again to where I sat.

"'You are a good judge of cutlery,' he said, half smilingly; 'that is an excellent piece of steel. But try it now. Possibly you have a pencil in your pocket.'

"I must confess that I had no other thought than to follow his suggestion. I took a pencil out and tested the knife. Never have I seen a blade cut with such ease, such keen precision. Meanwhile my caller stood awaiting my verdict. I fear I was more generous than he had expected, for I took a bill from my purse and handed it to him.

"'What your fee may be,' I said, 'I do not care. The balance is for the lesson I have learned today from a man who is a master of his work.'

"Whether he caught my meaning I do not know, but he thanked me profusely and with a pleasant 'Good Afternoon' he picked up the handles of his little machine and started on. At the house next door three men were lounging on the lawn. I saw him once more borrow a pocket knife and on the merits of his demonstration half a dozen knives and pairs of scissors were brought him from the house. And all the remainder of the afternoon he was busy with the patronage of the homes within that single block."

I guess I could stop right here and you'd know why I have told you this story. But I am going to say just this: I don't care and you don't care whether one of our competitors or sixteen of them have beaten us into this territory. We'll take it for granted that every one of them has been clanging his bell up and down the street and waiting for business to come to him.

Forget right now that the other people are there or ever have been there. Just remember this, that with a real salesman it doesn't make any difference whether he's first on the ground or last. For a real salesman doesn't expect to find business waiting for him—he creates it.

Holding to conservative statements is a confidence inspiring factor, but do not be too conservative yourself. A conservative is a man who is standing in boiling water and refuses to jump out for fear he will get into water that is hotter. He fears failure—he prefers the small certain for the large uncertainty.

It has been said, and wisely, too, that a person who dares not form his own opinion is a coward, he who will not is an idler, and he who cannot must be a fool.

In some cases which I have in mind, I have seen good schemes suggested by a salesman or sales manager, turned down by one of the high brows at the head of a company. It is a case of one of those terrified slaves of custom, fearful to try something new—being content to follow rather than sometimes lead, and in that way many brilliant ideas from the salesman's standpoint have been sidetracked, either because the thought was suggested by another, or the scheme or plan was too new.

It is just as important to be able to recognize a good thing as it is to suggest it yourself.

Too many of us, I am afraid, want to follow the other fellow, but if he had our proposition he would not think of

using the plan we desire to copy. We must be able to frame an opinion of our own, as to what is best adapted to our own business.

Our salesmen should be made to realize the importance of keeping appointments, to always be on time. It is much better to be a few minutes ahead of time than one minute late. Always try and treat everybody as though they were tagged "This is my busy day." Make it short—if there is any time to kill, kill your own.

Let us keep this in mind that bread cast upon the waters may return after many days, and that courtesy is an asset and the lack of it a liability.

Most accounts hinge largely on the personal equation, and consequently it behooves us to make as many friends as possible, and as few enemies.

I believe it is up to most of us to work out our own salvation. Success follows the man who dares; the man who is not afraid to lead is the man who generally gets there.

I do not think anyone has a monopoly on good selling arguments. There are, of course, certain talking points which it is well to bear in mind, and they apply more or less to every business, but after all the principal thing is service.

Few buyers of printing know what they really want and still fewer know where to go to get what they really should have. Few printers know how to give the buyer just what he really wants and still fewer know how to give him what he should really have.

It is not enough to close an order. That is only the beginning. The main thing to take into consideration is the delivery of the goods as they should be and when they should be delivered. The man wants printing, not promises; he wants service, not schedules, and the printer who can back his salesmen by that sort of service need have no worry about competition. There will always be enough for him to do and at the right prices.

Such results cannot be arrived at in a haphazard way. It means organization of the right sort, and that, of course, means the right sort of an atmosphere in the office and out of it.

There are a few lines which occur to me which it would be well for us to remember in our dealings with ourselves as well as with others. They are well worth while.

A little thing, a sunny smile,
A loving word at morn,
And all day long the sun shone bright,
The cares of life were made more light
And sweetest hopes were born.

A little thing, a hasty word,
A cruel frown at morn,
And aching hearts went on their way
And toiled throughout a dreary day,
Disheartened, sad and lorn.

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Organization Progress in the Last Three Years

By Chas. G. McCoy.

Gentlemen:—

Following the able address of your president, Mr. Hartman, on the progress of the Ben Franklin movement, I realize that it will not be necessary for me to dwell upon what has been done by your national association since its organization.

I want to congratulate you, however, on the great work for good your clubs are doing. The courage and progressiveness displayed in them is characteristic of the West. Also I want to emphasize what most of you know and that is that there is no differences between the printers of the several sections of the country—we are all brothers in a laudable endeavor—the improvement of the trade. Big-hearted men in the East, in the South and on the Pacific Coast, as well as in the West, are doing their best to secure co-operation through organization, for no matter in what locality they realize that our prosperity largely depends on it. They are men who know that the time they expend in organization effort will prove in the future more valuable even to themselves than a like amount of time expended in their business offices.

This is a day of organization and co-operation, and the last three years have seen an awakening of the business men engaged in the printing industry. It is timely, for conditions have been rapidly changing in our trade and the evolution is still in progress. New machines, new methods, higher wages, dearer materials have made it essential that better prices shall be secured for printing and that a knowledge of costs shall be available at all times so that proper prices can be demanded and secured. The old plan of doing work at the "other fellow's figure" is passing and a more scientific method of doing business is coming into vogue with the cost system. I am very optimistic of the future. Reports passing through my hands from all sections of the country convince me that we are preparing the way for a highly prosperous industry—one that will stay prosperous. Why should not we be even superior in organization endeavor to all other lines? Why can we not solve the business problems that confront us when as a class our plant owners in the list of manufacturers are the highest in intelligence and education? The reason we have not in the past is, I believe, because we have not studied the business end of our business and because we have stood aloof from each other—have, in fact, been failures in organization work.

Although my subject is supposed to cover a review of only the past three years, in order to view comprehensively our progress I would ask you to picture in your mind the trade's condition in 1906 and 1907, when, added to generally bad business conditions caused by ignorance of costs and inefficient and out-of-date business methods, the industry was further upset by the unsettled condition of the labor market. A state of paralysis still prevailed in 1908, but in 1909 reports of success in the study of methods of cost ascertainment began to be heard.

In Minneapolis the Robert S. Denham Co. had installed many systems with good results to the printing business of that city. From Chicago and elsewhere came news of cost system installations. In the East a number of the Board of Trade houses were operating cost systems.

On September 16, 1909, a conference was held in Philadelphia which should go down as the most important in the history of the industry. It was composed of representatives of the Ben Franklin Clubs, the United Typothetae and the Printers' Boards of Trade. Plans were then adopted and arrangements made for the First International Cost Congress to be held that year in Chicago, on October 18, 19 and 20. There were 286 printers at the first Cost Congress. It started out by electing your national president, Wm. J. Hartman, as its presiding officer. The heart-to-heart talks and the enthusiasm of that convention aroused printers in all sections of the country and marked the beginning of a new era in the trade. In 1910 the Second International Printers' Cost Congress at St. Louis was held. It was the greatest gathering of printers which had ever been brought together in America up to that time. The last Congress at Denver is fresh in your minds.

Perhaps we may at this time look upon the great strike of 1906 as a godsend to the trade, for it directed thought through that calamity to lines of organization endeavor that had previously been submerged in the consideration of labor matters. Students of social economy claim that about every ten years an industry employing many workmen faces unsettled conditions in the matter of wages, and so the disaster of 1906 may be said to have given us a period in which our brightest men in the West and in the East could concentrate thought upon the proper organization of our business offices and the improvement of our methods, as most lines of industry had already done.

In the West and South Ben Franklin Clubs were rapidly formed and of them it may be said their characteristics of democracy and enthusiasm are necessary in rapid organization work. Emerson said no great work can be successful without enthusiasm, and we all know that democracy is an essential in a complete understanding among men.

The First Cost Congress at Chicago, with its wonderful enthusiasm and the earnestness of those who participated in it, aroused printers in many sections of the country to the belief that something could be done to improve the prevailing bad trade conditions. The Second Cost Congress at St. Louis showed that printers were giving much thought to the mastering of their business through the prime essential—the ascertainment of the cost production so that the finished product would not through ignorance be sold below cost.

The many plant owners who believed, or said they believed, it was hopeless to make printers have confidence in each other or that the level of prices could be raised, were still pessimistic in 1910. They called the cost system enthusiasm a fad which would soon die out. When they said this, they did not know that every printer who installed a system and really mastered its operation (and through it converted his business into a stable, smoothly running, profit-making machine) became a soldier enlisted for all time in the cause and especially interested in seeing that his fellow-printer, competitive or non-competitive, should also put his business on a sane basis. From that time forward the real spirit of

organization was born in him and it was cemented with a selfish interest which kept him a constant worker.

The doubters must now believe that cost study is not a fad, for they hear from all sections of the country of the holding of State Cost Congresses, which in every case perfect a permanent organization to provide for annual exchanges of thought not only on the study of costs, but on the many other questions which a cost system brings forcibly to the minds of the business man-printer, such as efficiency methods, salesmanship and co-operation with his fellow-printers in organization endeavor in his local field.

The activities among the printers of the country since the Denver Cost Congress held last September have been remarkable, no less than 22 territorial gatherings having been held with great benefit to the printers in the sections in whicl they were held. The list in chronological order is as follows:

Oct. 4th and 5th—Second Iowa Cost Congress at Cedar Rapids.

Oct. 5th, 6th and 7th—First Virginia Cost Congress at Richmond; 150 registered.

Oct. 9th, 10th and 11th—First Cost Congress of Ohio Printers at Columbus; 575 registered, 97 cities represented.

Oct. 12th and 13th—Employing Commercial Printers of Texas at Austin.

Oct. 24th—New England Printers Cost Congress at Boston, Mass., 810 printers registered.

Nov. 10th and 11th—Southwestern States Cost Congress at Oklahoma City, Okla.

Nov. 16th—Ben Franklin Club of America organized in Chicago.

Jan. 8th and 9th—Colorado State Cost Congress at Denver.

Jan. 16th and 17th—Middle Atlantic States Cost Congress at Philadelphia, 800 registered.

Feb. 19th to the 22nd—Second Pacific Printers Cost Congress at Los Angeles.

Feb. 22nd and 23rd—First Eastern Canada Cost Congress at Toronto.

March 8th and 9th.—Wisconsin State Ben Franklin Convention and Cost Congress at Milwaukee.

March 14th and 15th—Cost Congress and State Federation of Ben Franklin Clubs at Indianapolis.

March 15th—Missouri Valley Cost Congress at St. Joseph, Mo.

March 18th and 19th—South Carolina Master Printers Convention and Cost Congress at Columbia.

March 25th and 26th—Georgia Cost Congress at Macon.

April 11th—Kentucky Cost Congress at Louisville.

April 12th and 13th—First Michigan Cost Congress at Detroit.

April 20th, 21st and 22nd—Printers' Cost Congress of the Southeastern States at Atlanta.

May 10th and 11th—Illinois State Cost Congress at Peoria.

May 14th, 15th and 16th—Second Southeastern Cost Congress at Nashville.

May 22nd and 23rd—Maryland State Wide Cost Congress at Baltimore.

May 27th—1600 people interested in the printing business in New York witnessed the business play, "The Revised Proof," and a lecture on the cost system.

In January there were banquets in many cities of the country in commemoration of Benjamin Franklin, affairs of special note of this sort being held in Boston, Chicago and New York and Pittsburg. Perhaps never before had the anniversary been so generally observed and it seems to prove that printers have now come to seek occasions when they can come together in a social way. We have found it does us good to rub against our fellows, for we are all apt to slide into a rut and stay there, narrowed in vision and fossilized in ideas if we isolate ourselves.

Another gathering of printers which is worthy of mention was the testimonial dinner given in New York to Mr. Chas. Francis, your vice-president, on his departure for a tour to the Mediterranean and Europe. At this dinner 350 printers were present and the addresses following were remarkable for the advanced thought expressed on the question of dealing with labor.

Keeping pace with these Cost Congresses which put printers, both organization and non-organization, in touch with each other in matters pertaining to the most vital thing to them—their businesses—was the great progress in the organization of Ben Franklin Clubs and other associations, until at this time there is now.....clubs with a membership of..... Another and older national organization also took advantage of the opportunity and organized many new local associations of printers.

In this work there has been no bitterness between the organizations, but rather a friendly feeling born of the accepted fact that the gain of either is a gain for a goal of both—the trade's betterment.

While the story of the past seven years is interesting to review, my personal inclination is to consider the present and the future rather than the past, for we are still in the constructive stage. The Ben Franklin Clubs have certainly done their share in preparing the industry for a great era of prosperity, for many of the most forward ideas for progress have come from the splendid men in our ranks, your Hartmans, your Deacons, Ellicks, McMillans, Britts, Allens, Portes and others, who have given so much thought and time to this great work. We hear of Efficiency Clubs and Estimating and Salesmanship Classes established by the Clubs, and, not least by any means, the creation of a fellowship which makes us proud to be members of the trade.

In your methods of organizing you have adopted new ideas and have blazed new paths. The present convention, for instance, has made a distinct advance over any other ever held by printers in recognizing the advisability of a divisional convention of the Machine Composition houses.

The perfection of the highly organized Paper Trade Association is said to be largely due to the organization of the various branches of that business into divisions. In this manner the Writing Paper Division holds its separate session at its National Convention, as does the Book Paper Division, the Writing Paper Division, the News Print Division, the Wrapping Paper Division, etc., but all come together on questions of general interest which holds the attention in the main sessions.

It seems to me we might learn much from the organization methods of other lines that are close to us, the Newspaper Publishers in the handling of labor, collections and compilation of statistics, and the Paper Manufacturers in the matter of segregating the problems of different classes of plants. Certainly such divisions at national conventions should bring large attendances, for each plant owner would then be certain to meet his fellows of the same class and hear his problems intelligently discussed.

It is easy to imagine the printing house owners operating rotary presses meeting together to discuss their problems, their costs, efficiency methods, and even their prices. The large-sized flat bed house owners would surely find many questions to discuss which would embrace problems not faced by the country printer-publishers or the purely platen press shop, who likewise might divide at the national convention with benefit to themselves. In fact if the divisional idea was carried further the bookbinders, the blank book makers, the check book makers, the electrotypers and other branches might be enlisted in a general organization with even greater success than the past has given us, great as has been the progress.

Now, gentlemen, there is one more phase of organization work we should consider and it ought to be taken up in a time of peace like this, when no cloud appears upon the horizon. It is that of labor. We must have peace to permit us to give our time to the great work so well begun of making real business men of printers. This labor question has in the past filled the minds of printers far beyond its importance. It has also caused bitterness among us. Before the cost system we thought the question of wages was all important in our competition with our neighbor. We know now that it is not so great a factor, yet it is advisable to have this question settled on some basis and for as long a period as possible. Unless we take it up and protect ourselves by agreements we may expect future trouble.

When the Ben Franklin Club of America was organized its constitution was made to provide for divisions of the membership into union and open-shop classes, each to handle their labor problems as they deem best.

It is my belief that these divisions should be formed now in each Ben Franklin Club and these local divisions should then be federated and at the National Conventions each year a union shop divisional convention should be held. Contracts should be made with the several national unions of workmen by this federation to cover as long a period of time as possible, these contracts underwriting (guaranteeing) the local contracts and providing for arbitration on the plan of the PRINTERS' LEAGUE and American Newspaper Publishers' Association so that no stoppage of work by strike or lockout can occur, thus insuring the uninterrupted conduct of our businesses and the settlement of differences on scales, hours or shop rules in cool blood and in a formal way.

I believe that in the organization of these divisions into a federation you should ask the co-operation of the other national organization, which has identically the same provision in its constitution for the organization of such divisions as has the Ben Franklin Club of America. Through this means

it may be possible the day will be hastened when the printing trade shall see one single national organization, a consummation all of us wish. But always let us follow the advice of the poet, who wrote:

Boost, boost, boost,
Don't sit on your roost
And think you're not getting your share;
You're only a part
Of the great, big heart
Of Printerdom everywhere.

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Using and Proving Costs

By C. Lee Downey.

I desire to preface my paper with the statement that I believe the work being done by the field men of the U. T. A. is of great good to the printing industry. I believe the Systems of Cost Finding being installed by the Denham Company are excellent to a high degree. I have nothing but praise for any of the good work being done by these people and no statement to follow is intended to reflect upon any systems of cost finding, but to be understood as my personal experience.

To begin with I wish to deliver the following personal opinions, based upon mature reflection:

First. There is no such thing as a *"Cost System"*—by which I mean there is not possible an arbitrary arrangement of forms that can be universally used with satisfactory results in all shops. It will obviate misunderstanding by referring to form sheets as Systems for Finding Costs.

Second. A "Scientific Cost System" for printing is impractical—and has never been accomplished.

Third. Any system of "Cost Finding" installed, must be so arranged that a monthly balance sheet may be taken off in such a manner as to accurately prove that the number of Productive Hours and material paid for, exactly agree with what has been charged to the customer. Any system without this Monthly Balance Sheet is deficient.

Fourth. The Chargeable Hour idea is the only thing really new in present Systems of Cost Finding, and all our esteem and praise are due our honored president, Mr. Hartman, for this idea. The details of various systems, built around this idea were the natural results of application, just as the use of window shades and shutters naturally followed the introduction of windows, or State Cost Congresses naturally followed the first National Cost Congress.

The foregoing statements will be accepted literally by most of those who have maturely reflected upon the present development of Cost Finding Systems.

It is the Chargeable Hour idea that is the real cause of the awakened interest in Cost Records, and has made possible a practical way of obtaining costs.

It is my understanding that a System of Cost Finding is for the principal purpose of obtaining a cost of production in order to sell the product of a printing establishment at a price above the cost as shown by such records.

If you accept that conclusion, then you will agree that any System of Cost Finding must be as accurate as practical application will permit, in order that no false selling prices shall be given.

If my paper is to serve any practical good, you must permit me time to explain my theory of what a printer sells in order that my further statements can be correctly applied.

The commercial printing business is neither merchandising nor manufacturing—it is selling the product of skilled labor.

It is not merchandising, because we do not buy material for the prime purpose of re-selling at a profit.

It is not manufacturing because we do not produce finished goods for stock that can be sold at suitable seasons to miscellaneous buyers.

Many of you are ready to say that I am wrong about not selling merchandise at a profit. Still, I contend this to be a practical truth.

Many "large" or "wise" buyers of printing know they can buy paper stock, and engravings and electrotypes at the same prices as paid by printers, and quite frequently supply these articles to printing establishments to be worked into a finished product, produced by the skilled labor of the printer.

Printers cannot hope to buy paper, engravings or electrotypes and resell at a profit, so long as the public may buy from the same source of supply at the same rates as the printer.

When, by co-operation, printers can firmly place before paper houses, engravers and electrotypers, the injustice of making but one price to everyone alike, there may be hope that such firms will establish retail prices for the public and wholesale prices for the printers.

When that time has arrived we will be able to sell the material we buy at a real profit—but not before.

So, I repeat, the printing business is not merchandising, because only the labor is regularly figured to sell at a profit.

That the printing business is not a manufacturing business, in the usual accepted sense, I believe we are all agreed.

So by this manner of deduction our business is resolved into that of *selling skilled labor.*

Father Hartman has shown us that the right way to treat this sale of Skilled Labor is the Chargeable Hour.

This giant idea has crystallized the various methods of obtaining costs into three prime factors.

1st.—The labor cost of the Chargeable Hour.

2nd.—The Cost of Materials used.

3rd.—The cost of Expenses in conducting business.

If we keep in mind that these are the three prime factors, the subdivisons will no longer assume such mysterious proportions, and the final assembling of figures will be quite comprehensible.

The first and second items of Chargeable Hours and materials are items which do not permit of much misapplication, and there is seemingly but little difference of opinion as to the right method of handling.

Again, by deduction we come to the one element in the Cost System—the item expenses—, about which there is great diversity of opinion, causing the belief of many that there are several kinds of Cost Finding Systems to choose from.

If we can all agree on the correct way to treat the items of expense it will be possible to obtain records from shops of a similar class that will have excellent comparative value.

Every one who closely studies costs agrees on one point, viz.—"whatever is right should be used."

Some put it, "whatever is scientifically correct must be adopted."

We can have *practical* Systems of Finding Costs, but we cannot have a *scientifically* correct Cost System.

A leading university has shown us that a Scientific Cost requires the finding of the exact amount in dollars and cents (not hours) it costs to produce a job.

Since there is no way of knowing the exact dollars and cents cost of management or department expenses that specifically apply to a given job, it is manifestly evident that there cannot be a Scientific Cost.

But there can be a practical method—one that proves sufficiently accurate to show *average* costs, enabling a profit to be earned on each job.

So, if we cannot have a Scientific System, we can have one that is *practical,* and one that *profitably* serves its purpose.

To make the present Cost work satisfactory, it would seem there is but one prime factor to be disposed of—the General Expense Item, as the other two prime factors are generally agreed to.

In a legal sense the laws of the nation or state determine what is right or wrong—the laws may not *scientifically* dispose of any regulation, but, just the same, they determine the *right* of it.

In this same sense, a leading body of printers, such as the Ben Franklin Club of America, can adopt a plan which will finally dispose of and give the right solution to the prime factor of General Expense, which would in all probability be universally adopted in Cost System work, thereby producing costs that would have merit through comparative value.

But the plan adopted should be as free from error and adverse criticism as practical application will admit.

I wish to present a plan for distributing Expenses for your consideration that was originated and developed by some of the directors of the Ben Franklin Club of Cincinnati.

First. Treat department expenses as now handled by the Uniform Methods.

Second. Take the group of expenses, usually termed "Commercial Expenses," which would include office, selling and delivery, and distribute these items to the various productive departments on the basis of the Chargeable Hours produced for the month in each department, but vary the distribution by percentages, in such manner that each department bears its proportion of these expenses, in the same ratio which a department average hour cost bears to the total averaged hour cost of all departments.

The illustration shows the manner of application.

CHART A.

Departments	Productive Hours		Average Cost per Hr.		Factory Value of Pro. Hours at Average Cost per Hr.		Percentage		Expense to be charged to Departments
Large Harris Presses....	227.3	x	$4.61	=	$1047.85	x	37.635	=	$ 394.36
Small Harris Presses....	755.2	x	1.43	=	1079.94	x	"	=	406.44
Hand Job Presses.....	407.2	x	.98	=	399.06	x	"	=	150.19
Hand Composing	708.7	x	1.38	=	978.00	x	"	=	368.07

[Continued on page 565]

George W. Hughes, President of Illinois Press Association

THE new president of the Illinois Press Association is a native of Ohio, born on a farm near the city of Cincinnati, but when the future editor was only three months of age, his parents moved to DeWitt county, Ill., and did not leave behind the new and promising boy, for whom the move was intended to secure better opportunities. His home has since been in DeWitt county. Here he enjoyed the privileges of the country public schools and when a lad attended Wesleyan University at Bloomington, and later took a course in the Springfield, Ill., Business College. He became a teacher and followed the calling for several years, being afforded thereby a good training for becoming an editorial teacher.

In 1885, in partnership with his brother, Perry Hughes, he bought the Clinton, Ill., "Register." The paper was

George W. Hughes, President Illinois Press Association

then in a low, run-down condition, but the two enterprising brothers recognized the needs of a live newspaper as to equipment, as well as in other particulars, and added new presses, a steam power outfit, new type, etc., until they had one of the most model plants of any city of the size of Clinton, and soon made the "Register" one of the leading home weeklies of the state, though the subject of this sketch had previously possessed no newspaper experience and his brother but very little. It is intelligence, enterprise, push, grit, and genuine interest in the work, and in the people to be served, that make for success much more even than does training in the calling, as much as that is to be desired. The live man gets experience and acquires practical knowledge rapidly, though it may be at great cost.

On January 1, 1894, Perry Hughes retired from the business, transferring his interest to another brother, Nelson R., an ex-superintendent of public schools of DeWitt county, so that the firm name remained, as it is today, "Hughes Bros." The firm built, in 1895, and own the office building that is especially adapted to the needs of the business. A success has been made in every way.

Knowledge has been sought by attending editorial conventions and in other ways. For twenty-five years the paper has been represented in the Illinois Press Association, first by Mr. Perry Hughes and, since his retirement, by the present head of the firm, George W., who has twice served as vice-president and at the recent meeting was elected president by unanimous vote. He has been a member of the National Press Association since 1898, and a regular attendant at the conventions. He and his wife, a most estimable lady and worthy helpmate of, and sympathizer with, her husband in his work, undertakings and ambitions, attended the national convention this year in Chicago and accompanied the editors on the delightful and informing excursion through South Dakota. They are pleasant traveling companions, who observe and learn, and impart good cheer by the way.

The Illinois Press Association has chosen wisely and we believe and hope that President Hughes will be successful in doubling the membership of and the attendance upon the organization to which he has been so loyal in the past, and the success and usefulness of which depends very largely upon him for the coming year.

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Successful Campaign to Retain Home Business

The lithographers of the Pittsburgh district report that the campaign started by the Pittsburgh Chamber of Commerce to have Pittsburgh firms have their work done in Pittsburgh is having good results, as they have already noticed an increase in their orders.

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The West Penn Paper Company reports that the month of June was the best month in the history of the firm. This points to the return of good business to the Pittsburgh district.

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W. J. Golder, of the Pittsburgh Printing Company, was presented with a handsome silver loving cup by the members of a party that went on the recent trade extension trip, as an expression of their appreciation of the kindness of Mr. Golder in printing souvenir books after the last two trade extension trips. The presentation was made at a luncheon of the members of the party that made the trip at the Hotel Lincoln, Thursday, June 27. Mr. Golder responded with a clever speech of acceptance.

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The letter head contest announced in this issue should prove an interesting one, and all progressive printers are invited to enter with spirit and a determination to win a prize. Contests of this character have always proven of great benefit to those who participate and have often been the stepping stone to better things, both artistically and financially. As an inducement to enter eight prizes, all worthy of the printers' efforts, are offered. The prize-winning designs will be reproduced in the November issue of the Journal. We urge contestants to prepare their specimens and submit same as early as possible.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

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CHICAGO, AUGUST 1912

There should be no waiting until the catastrophe comes. Cost finding, of which justly so much has been said by printers and newspaper makers of late, is but a means of conservation of the business. We must know the leaks, the sources and dangers of losses, before we can prevent them.

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Without deepest human sympathy and concern for the affairs and wellbeing of individuals, the community, the city and the state, no one has a right to pursue the calling of the newspaper maker, nor may anyone lacking in human interest hope for worthy or permanent success as either a reporter, editor or publisher.

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One has but to travel and observe in this day, to be impressed with the progress that has been made in all lines for human help, benevolences, and conveniences. There lacks, however, much yet to be done in the way of prevention of evils and in the conservation of rights, of human life, and of nature's abundant gifts to men.

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The printer or publisher who does not prevent losses or conserve his resources, is as foolish and culpable as is the farmer who sits down and permits the washing away of his fields by the rains and waters, that should be retained for the growth of his crops and the prevention of drouths that are destructive of both animal and vegetable life.

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There is no greater undertaking in this country and none more needed than the conservation of natural resources, but what greater natural resource exists than that of a healthy, strong, active, virtuous, intelligent, wholly sane, people. At a very reasonable estimate every healthy man and women is worth $10,000 to the country, yet for the lack of proper conservation, millions languish in hospitals or sanitariums, or are immured within prisons or penitentiaries—a sorrow to their families, a disgrace, and a burden of hundreds of millions of dollars to the states.

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If the millions expended by the government in the annual dredging of rivers, and in building levees or embankments, were expended in the simple methods of retaining water where it falls and where it will eventually be needed, floods would come to be unknown, navigation would no longer be retarded by the filling in of the rivers and the rivers and streams would become pure and wholesome, the abiding places of millions of the choicest of the finny tribes, worth more in food than all the cost; annual waste of fertility of the fields, through washing and erosions, would be saved, and the loss by drouths be prevented.

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If the newspapers of this country were fully awakened to the opportunity and duty of working together for the prevention of human ills, the strengthening of the people wherein they are weak or ignorant, the teaching and enforcing sanitation—moral and mental, as well as physical—more than three-fourths of the need and burdens of eleemosynary, reformatory and punitive institutions would be removed and joy would take the place of sorrow and gloom in hundreds of thousands of lives and homes. What a conservation of resources would result by the saving to individuals, families and communities of all these active, productive, useful lives.

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Besides all this, climatic conditions would be improved. There would be less of suffering, sickness and insanity. Dry, hot air and the heated conditions of kitchens, combined with solitude and lack of change, are the dreadful causes of insanity among the women on the farms of the West. One of the admirable things about the South Dakota Insane Asylum is the apparatus for the driving of pure air, of the proper temperature, pureness and humidity, through and into every room of the beautiful buildings, that are arranged in every possible way to meet the laws of proper sanitation. We were not surprised but gratified to be informed that one-half of the patients brought to the asylum are returned to their homes and friends fully restored.

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By the way, this brings to mind a way in which the newspapers of the country can be the instruments of advancing and enforcing the conservation that would amount to hundreds of millions of dol-

lars to this country and save from destruction many lives. It is simple; only teach, demonstrate and enforce the fact that to prevent the erosion of fields, destructive drouths on the one hand and devastating floods on the other, it is only necessary, to retain the water in snow or rain, on the land where it falls by properly plowed furrows or embankments or reservoirs, or by patches or thickets of shrubs or small trees, and groves or even deep rooted grasses. These latter were nature's provisions before man cut the forests, grubbed out the thickets and plowed up the land.

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The greatest law, science, or philosophy of wealth, of humanity and even of religion, is that of conservation. It is a law, a science, a philosophy and religion which newspaper makers should study, understand and constantly preach, thereby filling their columns with human interest and rendering highest and most valuable service. Prevention of evil is much wiser than attempted salvation from evil. The pain, caused by the knowledge or sight of injustice, wrongs or suffering, that drives men to attempt to redress or relief, is largely punishment of the sin of neglect—the lack of timely conservation, preserving, guarding, keeping in an entire state. The newspaper man, who does not use the great power, opportunity and influence, that his paper affords, in keeping safe and sane his community and every individual thereof, and preserving every resource, deserves humiliation and failure. Promotion is a privilege, a wise business opportunity and foreright, but conservation is a sacred duty, a binding obligation that never should be shirked as to its full performance.

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The other day we visited the home provided at Yankton, S. D., for those with minds diseased. The buildings are elegant, the grounds magnificent, the surroundings and scenery enchanting. There are great, airy rooms, majestic marble stairways and all else fit for the abiding place for kings and queens of elegance and refinement.

On inquiry we were told that the inmates are largely from the farms of this rich, agricultural state, where plenty abounds. While we could but feel rejoiced over the care given to the afflicted, we could but think that if proper conditions were sought out and adopted for rural life, and for all conditions of life, for that matter, insanity would not be on the increase not only in South Dakota but in the other states of this great and free republic.

Along the lines of all human conditions and living, great opportunities are open to those who conduct the newspapers for useful service by the encouraging of charities, benevolences, the housing and cure—in asylums, retreats, sanitariums and hospitals—of the afflicted. There is ever the need for promoting the great and good work, but the pointing out the means for the prevention of afflictions, the deterioration and disease of mind and body, and the guarding against the development and the continuance of criminal instincts and crimes, is a much greater, grander, more noble and more needed service.

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This work, however, of this model institution is restoration, after years or months of suffering and loss, and is much more expensive than conservation or keeping sane and healthy. If the people had been thoroughly instructed in sanitation, in rural architecture, in the necessity of change and human society and friendship, in the terrors of solitude with all work, hardship and dull round of existence; if proper moisture had been secured by retaining the water that fell in rain and snow and the streams been kept pure and wholesome, there would have been much more joy in living; there would have been less of hardships. Now we are not referring to South Dakota because conditions are worse there than elsewhere. On the whole, they are much better than in most states.

It is a land of present prosperity and wealth. The building of good roads, the general use of automobiles and telephones have eliminated the solitude of life on the farms.

The references to South Dakota come naturally from the fact of a recent visit to the state and to the asylum that is in every way a model institution. What has been written is applicable to all parts of the country and no less, in the principles brought out, to printing and newspaper making than to farming. The idea has been to enforce conservation and this is as applicable to the office of the printer or editor or to the store as to the farm.

Sanitation or healthy, economic, preservative conditions in every regard are necessary everywhere.

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Never make a promise until you know you can make good, both as to quality of work and time of delivery.

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Beware of the customer who undertakes to state that he knows what a job should cost. He is very likely a knave and you may put it down that he is either an ignoramus or a liar.

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Unusual jobs with peculiar requirements as to engraving, composition, make-up, paper or other features, however small or simple they may seem, are likely to present snares. Better not give prices or set the time of delivery in advance or until after very careful investigation. All such work should be charged after completion and a price given founded on actual cost, which has been carefully kept and can be fully demonstrated. Remember that it is the hardest thing in the world to estimate the exact cost of any job of printing in advance.

The Professional or Trade Journal as a Teacher

Discussion by B. B. Herbert, Editor of the National Printer-Journalist, Chicago

The old philosopher stated that all arts are joined by a common bond. Time has demonstrated the fact that, in these modern times, all callings are so joined. Christian civilization and the world's advancement have also demonstrated the fact that instead of being enemies, all men and all nations are and should be joined by common and interchangeable interests and a common humanity. No man and no nation, no community and no state, can live for self alone.

All knowledge and all progress affect to a greater or less extent, all the vocations of life, but man's limitations are such that no one can master, seek out or acquire by himself alone, all knowledge, and each must, of necessity and for the good of all and for his own individual welfare, devote himself largely to the acquiring of those truths that are most directly connected with his own work in life. Every man must master his own trade or profession and it is his duty as far as possible to increase the store of useful knowledge therein.

The great English philosopher, Sir Francis Bacon, in all his wisdom, stated: "I hold every man a debtor to his profession, from the which, as men do, of course, seek to receive countenance and profit, so ought they, of duty, to endeavor themselves, by way of amends, to be a help and an ornament thereunto."

The technical or trade paper has come into existence, largely to record the "amends" made to the callings represented thereby, "amends" that have been wrought out by the editors and others, who, not only for profit but from a sense of duty to the callings, that furnished them profit and advancement or personal worthiness, power and position. The trade technical or professional journal is largely a clearing house of knowledge, of experiences, theories, principles, and accomplishments in the calling to which it is devoted.

It is wise that a man of attainment in his vocation give of his wisdom to others and it is a duty of others to learn of that wisdom, that they may profit, and in time become a help and an adornment to the calling.

The trade or technical paper exists not alone to make men more successful, to help them to meet and solve the difficulties that confront them from time to time, but to instruct and educate them, to make them more able, more worthy and "to be a help, an adornment" or an ornament and glory to their calling through their consciousness of worthiness and permanent success and for the encouragement, inspiration and uplift of others.

Editor Blanchard has shown in his able and extended remarks how well this work is accomplished by the journals devoted to the different callings and has given some remarkable instances where the trade journal with its new information, gathered from the experience and ingenious accomplishments of others, has come to the aid in cases, with only the knowledge previously at hand, of insurmountable difficulties.

But, if readers go to the journals of their calling only in cases of stress to get over hard places, the editor of the "Trade Journal as a Teacher" will have much cause of discouragement.

I have never been more pleased or encouraged than when subscribers to the National Printer-Journalist have stated that they carefully go over and study each number when it is received and mark with a pencil all those things that they think that they can apply to their own business and then go back and study these marked paragraphs or articles and seek out methods for their application.

The worries and woes of the teacher come from indolent, listless, inattentive pupils with no desire for knowledge or improvement, and from those others who think there is no need of learning or that they already know it all. The woes of the editor of the technical journal come from subscribers, or from those who should be subscribers, who are alike indolent, listless, inattentive, with the feeling that there is no need for learning or that they already know it all, as well as from those who have no object higher than getting a present living, no sense of the duty and privilege of highest possible service or desire of becoming a help and an ornament or glory and inspiration to the calling that furnishes them, or should furnish them, if intelligently and earnestly pursued, "a profit and advancement."

I have noticed in attendance at this convention, Mr. H. L. Hoard of Ft. Atkinson, Wis., the son of ex-Governor W. D. Hoard. I have not known much of his work, though he has been associated with his father, whom I have known for many years as a man who has made himself helpful and an ornament to his calling. He has done very great service for the State of Wisconsin, and for the whole country, for that matter. Years ago he was a regular attendant on the conventions of the Wisconsin and National Press Associations and studied his profession in a way to attain highest usefulness. His fame as a writer, speaker, lecturer and literary man spread throughout the nation and his own people made him Governor of the State.

When he visited the University of Wisconsin the students followed him as a teacher of practical truth and hung upon his words. He commenced in 1870 and has continued as the editor and publisher, with his son, of a local weekly newspaper in a city now

of only six thousand population. His weekly has become literary as well as local and political, and out of it, from the efforts to be helpful, has grown a trade paper, Hoard's Dairyman, with a circulation of fifty thousand copies. He has adorned his profession. The results to him have been wealth and honor and the consciousness of having been practically and most beneficially useful.

I have referred to him as a direct illustration of the good that comes from the right principles actually carried out.

The home papers all over this land (and all newspapers, whether metropolitan or rural, are now home papers) are, in an important sense, in the nature of trade papers to their respective cities and communities and to all the activities and industries carried on therein.

It is the privilege and duty of every newspaper as well as of every trade paper, to advance knowledge in promoting the callings of their readers and the upbuilding of their lives. It is the duty and wisdom to look to the advance of the calling and the attainments therein for honors and rewards. One of the curses of the newspaper calling in the past has been the use of the paper for political advancement. Professional office seeking is now at a discount and editors and publishers have come to strive and glory more in their work and in making their business useful and worthy and permanent than in anything outside thereof.

When all men "adorn" their callings, the hankering after public place, for glory or gain, will cease and the office will seek the man, not the man the office, or, rather, the people will recognize and choose the man best equipped for public service, who will accept the sacred trust as a patriotic duty, uninfluenced by the spoils of office that will become unknown or for lust of lucre, for they will have no need.

The work of the editors and publishers of trade papers devoted to newspaper and printing has been greatly helped by this change and where only one feeble journal existed twenty-five years ago devoted to these callings, a score of strong, worthy journals now find support. The trade paper as a teacher of newspaper making and good printing has come to be appreciated, yet there is still neglect and indifference, among those in the calling to conquer and it is proper and meet that conventions like those of the National Press Association should discuss and consider these things and devise methods for broader support and greater and more general usefulness of these teachers, the trade papers, that educate and inspire, that aid those engaged in the developing of better appliances, better devices and supplies in the way of presses, types, composing machines, paper, etc., for the use of these callings, and build up the members in the knowledge of their use, as well as in all knowledge that tends to higher professional or expert attainments, to economic management, efficiency and all else that tends to better production, broader and more useful service and a permanent success with rewards and honors.

Journals of newspaper making and printing should be and are the friends and hearty supporters of the new schools of journalism and typography and these papers should be recognized, as I believe they generally are, by the deans and teachers of these institutions, and should be intelligently and constantly used in connection with text-books, lecturers, and other instruction or teaching to bring the students in touch with the callings, and the masters and workers therein, as they are down to date.

The trade papers are the teachers of living, present knowledge and should be employed in the schools of these callings, as has come to be the practice in the most progressive colleges, of using the best newspapers as to news or records of passing events and living histories of the times covering existing problems and questions, as supplementing the text-books of history, government and science.

The use of the vocational journals in the schools will be an inspiration and will form in the students a habit of reading, using and applying the truths contained therein, so that they will not be strangers to the callings or to the workers therein upon graduation, but will already have come to have a part therein.

The work being carried on, as shown in his address, by Mr. Charles Dillon, professor of industrial journalism in the Kansas Agricultural College, is right in line with the suggestion. A literature of newspaper making and printing made by the earnest students therein through communications to the trade journals under the advice of their teachers, will prove helpful to members of the callings but will be of a still greater and more direct value in popularizing the schools, awakening a broader, deeper and more intelligent interest among the students and result in more practical and exact training, in more correct, practical and usable views and ideas, while putting their new knowledge and training of the students to the test.

Dr. Walter Williams has rightly emphasized the importance, to a school of journalism, of a laboratory, in the shape of the conducting of a daily paper, by the students under the direction and subject to suggestions and the criticisms of the teachers—experienced newspaper men.

The plan suggested and so successfully adopted and practiced by Professor Dillon, makes of the trade papers and of the newspapers a broad, state and nation-wide laboratory, open to the students of journalism and good printing.

The very important thing to be understood and appreciated by all who are now in or who are preparing to enter these callings, is that the technical or trade paper is not in its leading character or

object, merely an entertainer, a gratifier of desires for personal mention, glory or fame, or a giver of entertaining news or personals, but an earnest, well-equipped teacher seeking ever to gather and to impart useful, educative and upbuilding truths—to teach, arouse, to lead out, and forward—and to inspire—that it is to be studied and heeded and its teachings applied for better and higher accomplishments, worthier successes, greater service and the advancement and adornment of the calling.

* * *

Charles Dillon, Kansas State Agricultural College—"Education for Agricultural Journalism"

Very practical, able and valuable was the address, "An Education for Agricultural Journalism," read by Mr. Charles Dillon of Kansas at the convention of the National Press Association. Agriculture, although represented and served by especially valuable papers devoted to the calling, is at all times of the broadest importance to all newspapers and periodicals. The industry is the one above all others on which all else of national prosperity and well being is founded. It is the source of highest universal sentiment and interest as well as of wealth.

In this view the subject of agricultral journalism was entirely in place at a convention of editors and publishers. Its presentation was a part of a kind of college extension work for which the Kansas Agricultural College is celebrated. This college does not stop with instruction of the students within the halls of the college buildings, but goes out among the farmers. Special trains are equipped and the best teachers, lecturers and demonstrators are sent out from place to place to teach, to solve local questions, and to demonstrate.

It would be an excellent plan if the schools of journalism could send the best and most practical teachers to cities in the centers of congressional or judicial districts or counties, to examine local conditions of the papers and to give instruction and direction, solve difficulties and answer questions.

The installation of cost systems in different offices by experts is along this line. Ben Franklin Clubs now have classes in estimating. County and district editorial associations would furnish, through special meetings, opportunities for field work by newspaper experts, after visiting the offices and examining the papers of members.

However, we started out to tell the story of the work done by Mr. Dillon, which we found ready at hand in the June 15th issue of the Kansas Farmer, Topeka. After speaking of the extension work on the Union Pacific-Kansas Agricultural College train, of J. H. Miller, director of the Extension Department, who has organized four hundred farmers' institutes and prepared the teachers and programs for the same, secured the co-operation of the railroads in operating a dozen or more educational trains that have carried the message of good and better farming into every community in addition to furnishing information of whatever character asked, to every family of the state, and of Charles

Charles Dillon

Dillon, head of the Department of Journalism, each of whom is on the firing line continuously, carrying the work of the Agricultural College and the influence of the institution directly to the farmer, the Kansas Farmer adds:

"It is Dillon who digs out of the various ramifications of the Kansas Experiment Station and the Agricultural College the dozens of items of interest which are daily happening in and about these two institutions. It is he who knows a piece of news important to the farmer. It is he who translates the results of numerous experiments into the language of the every-day man and who places these results before the farmers of the state through some 600 Kansas weekly papers so that every farmer may read and understand. More than this, he has carried the fame of Kansas into practically

every section of the United States through his numerous magazine articles, these articles describing the big and important things occurring under his observation. That work of advertising the big Kansas school is secondary to that of disseminating the facts regarding the best agricultural practice as the truth becomes known. His is an important work, similar work having been recognized as an invaluable adjunct to the agricultural college and experiment station of every wide-awake and up-to-date state. We think Dillon has done his work better than it has been done by any other man in any other institution."

Why cannot the teachers in our schools of journalism and typography do similar work for these callings and reap like commendation. The Newspaper Week at the Missouri State University of Journalism has proved of great value and is a move in the right direction, but there are so many editors and printers that will not go to the trouble, time and expenditure of money required, that it seems that a plan ought to be devised to bring instruction to their very doors.

It is doubtful whether there are any other callings that ought to be and might be of more or greater value to the commonwealth in the promotion of prosperity along all lines of human endeavor, of manufactures, building up of trade, agriculture, education, enlightened citizenship and good government, than those of printing and newspaper making, and certainly educational institutions supported by the state can do no higher service than to look well to their improvement and highest possible betterment in every way.

* * *

New York Press Association Guests of the Mergenthaler Linotype Company

This year's meeting of the New York Press Association was held at Garden City, Long Island, July 10, 11, 12 and 13. On Friday afternoon, July 12, in response to an invitation extended by the Mergenthaler Linotype Company, a party of the editors in attendance paid a visit to its factory at Park avenue and Ryerson street, Brooklyn, where they were given an opportunity to see the linotype in the making.

E. L. Roberts, the New York state representative of the company, brought the visitors from Garden City in a large automobile, especially engaged for the occasion, thus giving the editors and their ladies an enjoyable ride across Long Island. Unfortunately the party did not arrive at the factory until rather late in the afternoon, so that it was impossible to devote more than a cursory glance to the many interesting operations in process in the thirty odd departments of the immense works before they closed for the day. Enough was shown, however, to convince every one of them that the building of a linotype is more of an undertaking than they had supposed.

Brief stops were made at the most important points, such as the matrix department, where the sixty operations through which each matrix must pass, were demonstrated, the assembling department, where a large number of quick change Model 8 and 9, three and four magazine linotypes were in process of erection; inspection department, etc. One of the principal centers of interest was the "museum," where they were shown "the remains of millions of dollars' worth of blasted hopes," as one of the visitors aptly remarked.

At the completion of the tour of inspection light refreshments were served in the superintendent's offices, and appropriate souvenirs distributed. All expressed themselves as highly pleased with what they had seen, and

Members of New York Press Association, at the main entrance to the works of the Mergenthaler Linotype Company, Brooklyn, N. Y., Friday, July 12, 1912

considered the afternoon well spent. The Mergenthaler Linotype Company was gratified with the interest displayed on the part of its guests, and hopes to have the opportunity to extend similar courtesies to other visiting delegations in the future.

Among the visitors were: Edgar L. Adams, Marathon Independent; C. H. Gross, Ballston Spa Journal; H. B. Sykes, Clinton Courier; L. William Hones, Roscoe Review; William J. Kline, Amsterdam Recorder; C. I. Burch, Earlville Standard; E. A. Higgins, Elmira Advertiser; Lemuel B. Green, Patchogue Argus; James H. Potts, Troy Times; Paul Nichols, Walton Reporter; J. R. Manning, Marathon; Robert L. Forbes, New Rochelle Paragraph; Miss Helen I. Parker, Gouverneur Free Press.

* * *

Send Marked Copies Acknowledging Courtesies

Sioux Falls, S. D., July 12, 1912.

Mr. B. B. Herbert,
4618 Ravenswood Park, Chicago, Ill.

My Dear Mr. Herbert: I want to ask you to make a request through the columns of the Journalist, "that all newspaper publishers who accepted any of the courtesies extended to them in Chicago, such as the dinner by Swift & Company, and the trip through the Union Stock Yards, etc., send to these concerns or individuals marked copies of any mention which they may make of their entertainment."

I am making this request because I am in receipt, on my return home, through Brother Parrott, of some requests of this kind, and, as I tried to make plain to the delegation on their trip west, an acknowledgment of courtesies received is a simple matter of good faith. Such acknowledgments help the association.

Yours very truly,
GEORGE SCHLOSSER, Secretary.

School of Typography

Specimen Contests

By Channing Barnes

Business Cards

THE business card is perhaps one of the most slighted classes of composition that passes through the average printing office. Yet of the greatest importance to its user is this little introductory pasteboard.

The black-and-white card, in one of the numerous types imitative of engraver's effects, is by far the most popular, and always carries with it a dignity and force all its own. Utmost care must be used in the composition of such a card, such as a type face proportionate to the size of the card used, balance, restraint of type faces and whiting-out.

It is generally conceded that in this style card the weight of type should hang below the center and to the compositor in doubt it is best to make the rule that the bottom of the main line shall stand on the center of the card, name of business or similar matter dependent from it and address at lower right-hand corner, balanced by name of representative at left-hand corner. Extraneous matter, as 'phone, members of firm, etc., may be used very small at top, but top matter always looks better at left than centered or in right corner.

The Review Printing and Embossing Company's card is representative of this type. Do not fail to make the side and bottom margins about the same, as ofttimes through the exact size of stock not being known, this item is neglected.

The Abbott Press card shows an unusual placing of the upper line but is balanced on its center, and the American Publicity Co. card has a striking appearance, yet not altogether pleasing because of ill-balanced white space.

Departing from the plainer styles, the business card may take any striking form, provided the effectiveness is restrained by typographical taste, so that the recipient will not tire of it when picked up later for reference. This full-card form is also susceptible of color work and variety in stock that would be out of place in the plainer card. It is generally conceded that the full card should be held together by border, the size of the card demanding more definition than would be necessary in a larger form.

The Empire Printing card, contributed by Levi L. Smith, is an excellent sample of this type and is printed in dark brown on a light brown stock.

The Cook Printing Company of Los Angeles sends the Lee Bros. card, which is worked out in orange and olive green on a soft green tinted stock, while the "Tally" card is another example of the excellent work turned out by this firm for its fortunate customers. This firm includes in the samples received one of the finest collection of business cards of all styles the writer has ever received from one firm.

From the Van Gelder Press comes a business card that ought to help make money for its originator in Lima, N. Y., as it strongly emphasizes "Printing" as a medium for money-making, and is an excellent card for its style and originality.

Lastly is shown a card that was done some years ago when the compositor was imbued with a passion for Roycroftie style and was more anxious to make unique effects than to exhibit conservative taste such as would be likely to cause others to entrust him with their printing.

J. Horace McFarland once remarked that he could get in, get a contract for printing and get out again before he could find his business card to present. Yet in these days of doing business by strict appointment the card is a necessity and by such a hair ofttimes hangs the chance of presenting your case to the one you want to see.

Why business men should seek a cheap card is beyond comprehension, or why, either, should a printer offer business cards at a low rate as a "leader." There is no more such a thing as competition between the printer and the department store's automatic card machines, than there is between the men presenting the two classes of cards. The badly printed card is followed by the ill-groomed man, and a man makes as poor an impression as if he wore a soiled collar—but the card gives the first impression.

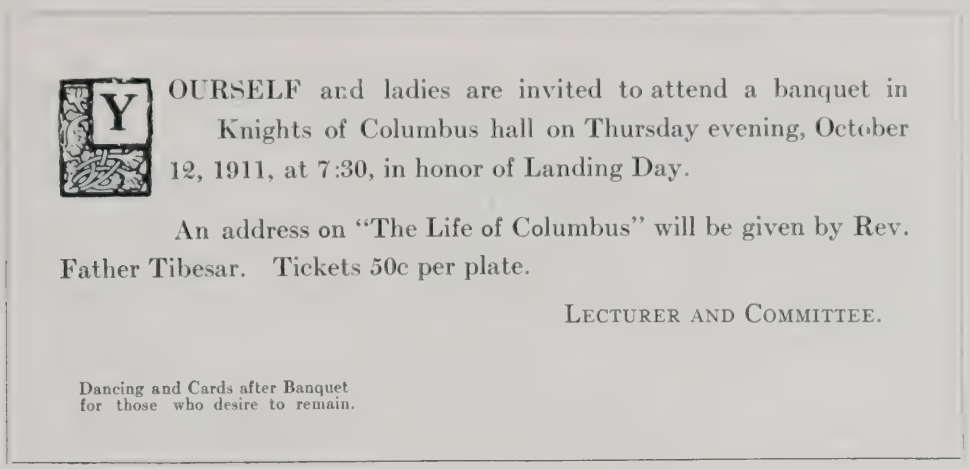
On the other hand, many small printers owe their success to their ability to get first orders on business cards and deliver such a fine example of their work that further orders have followed.

Nor is the engraved card competitive with the printed card. Outside of social usage the printer should have the field. None other can strike the key-note of the customer's business. A specially designed trademark, the use of a hand-lettered firm name or a conventional ornament carrying the proper suggestion, with type face and color scheme adapted to the matter, can be worked on a printing press as in no other way.

✣ ✣ ✣

For criticism and suggestion, the Knights of Columbus banquet card is presented with a reset-

ting of the same. Now the writer has many times set just such a card and his surmise is that the compositor worked until about 10 o'clock the night before publication, then hustled out early the next morning about 5 g. m. and after he got the mailing done and the papers in the office about 3 o'clock in the afternoon he and the boss took a look at the


YOURSELF and ladies are invited to attend a banquet in Knights of Columbus hall on Thursday evening, October 12, 1911, at 7:30, in honor of Landing Day.

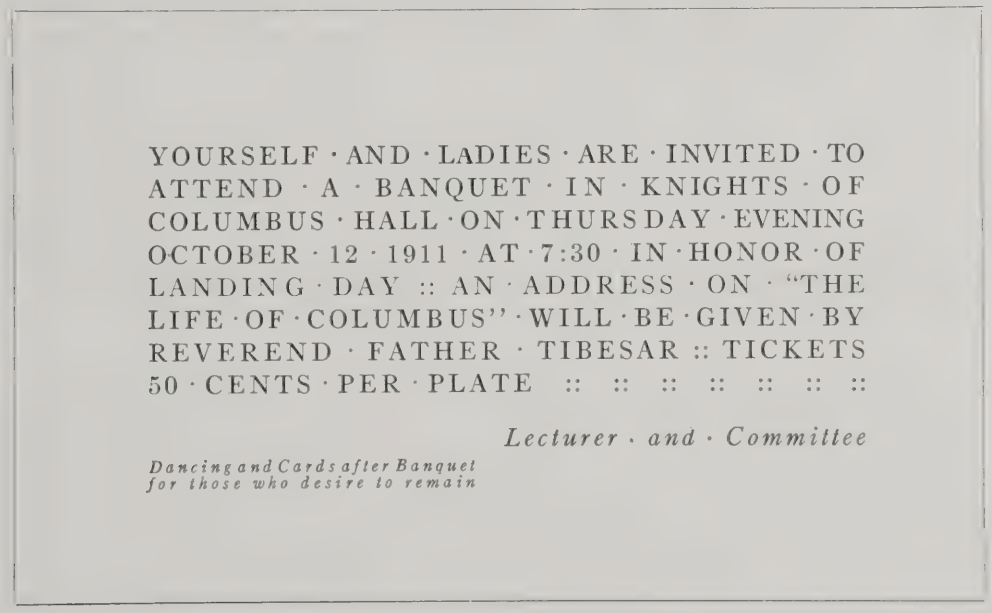
An address on "The Life of Columbus" will be given by Rev. Father Tibesar. Tickets 50c per plate.

LECTURER AND COMMITTEE.

Dancing and Cards after Banquet
for those who desire to remain.

Knights of Columbus Invitation (original)

"hook." Then among other troubles they found this invitation that "had to be out tonight, as the man is coming for it and wants to address them after supper." That leaves about an hour to do the job and give them a little time to "set." He grabs a stick, takes the initial "V" and goes to the news case (as that is the handiest type), and slings


YOURSELF · AND · LADIES · ARE · INVITED · TO
ATTEND · A · BANQUET · IN · KNIGHTS · OF
COLUMBUS · HALL · ON · THURSDAY · EVENING
OCTOBER · 12 · 1911 · AT · 7:30 · IN · HONOR · OF
LANDING · DAY :: AN · ADDRESS · ON · "THE
LIFE · OF · COLUMBUS" · WILL · BE · GIVEN · BY
REVEREND · FATHER · TIBESAR :: TICKETS
50 · CENTS · PER · PLATE :: :: :: :: :: :: ::

Lecturer · and · Committee

Dancing and Cards after Banquet
for those who desire to remain

Knights of Columbus Invitation (reset)

it up in about fifteen minutes, as he still has to cut the stock from scrap and run them off.

The job is creditable under the circumstances, but the reset specimen is offered, as it will take but little more time to set and yet uses only body Roman and has more of the suggestion of an invitation. The caps lend it a formality suitable to the occasion, and yet the job may be set right ahead

it with too many type faces.

It is quite an interesting study to see how many different jobs could be set in different sizes of body Roman. Even in these days of simplicity we are afflicted

The National Printer-Journalist Specimen Contests

Beginning with the October issue, The National Printer-Journalist will offer each month three prizes for specimens of job work, as follows: First prize, $5.00 in cash; second prize, $2.00 and a year's subscription to the National Printer-Journalist; third prize, one dozen Rouse composing rules in leather case and two additional prizes each of one year's subscription to the National Printer-Journalist.

Believing that true progress in typography is obtained through a comparison of ideas—concentrating on one class of work at a time—the prizes will be awarded for the three best specimens of the class designated for that month, and for October the contest will be open to letter-heads.

Send in your samples, plainly marked, "Contest Editor, National Printer-Journalist, Ravenswood, Chicago," and your specimens will receive careful consideration, printed review, so far as our columns will permit, and a prize, if in our estimation they are deserving.

No restriction as to size, copy, color scheme or stock will be made in these contests, but the sole points of grading will be along the line of the best specimen of printing to serve the purpose for which it is intended.

Reset specimens will be shown and the fundamental principles applying to the composition of the class of work under consideration will be discussed in an accompanying article.

Utility being the greatest consideration in printing, a simple effect, obtained in the course of regular work, will be as likely to receive a prize as a more elaborate attempt.

All specimens must be from regular jobs, but may be for the office or for a customer.

Credits will be given for the ingenious handling of difficult or inappropriate copy when the job is for a customer, but when it is for the office where the work is produced credits will be given on the copy and points taken off for poor copy, as the assumption is that when work is done in the shop using the job, the compositor will have some leeway in the matter of copy.

1. Review Printing and Engraving Co.
2. The Abbott Press Co.
3. American Publicity Co.
4. Empire Printing Press Co.
5. Lee Bros. Card
6. Tally's Film Exchange
7. Van Gelder Press
8. Roycroftic Style

All specimens must be in by the twentieth of the month preceding date of issue, so send in your letter-heads before September 20 for the October contest.

Announcement will be made in the September number of the class of work for the November contest.

✣ ✣ ✣

Chadwick P. Cummings, of Philadelphia, was the speaker on the evening of the twenty-second of July before The Pittsburgh Typothetae cost meeting. Mr. Cummings is the secretary of the Philadelphia Printers' Board of Trade.

The World's Greatest Transition-Period in Its Relation to the Printed Word

N ADDRESS, given herewith, was recently delivered by Harry Albro. Woodworth, of Scranton, Pa., editor of Brains, and for ten years critic of advertising and printing of the National Printer-Journalist, before the Fifty Years in Business Club at their first national convention, recently held at Nashville, Tenn. This association is open to all those firms in America who have been in business for the last fifty years, and their representatives.

"The idea of a Fifty Years in Business Club, with national affiliations, is the richest and rarest flower of the modern business spirit of co-operation and cheer. It is an idea worthy of the new South. With the lessons you men of business bring us from the past, with the example of what your experience and active appreciation of modern methods enable you to do in the present, and with the assurance that the spirit of this club augurs well for the future, this country of ours, united as it never was before—as no country ever was before—is safe whoever is elected, in any party, or in all of them.

"The last half-century has been the greatest transition period in the world's history in business and in everything else. And there never will be so revolutionary a progress in so short a time as this again.

"Hence there is vast economic-historical importance in the forming of a national association that shall endure through many epochs of other marvelous changes in business. We have learned to look for and to predict such changes in business. We have learned to look for and to predict such changes now. But the wisest business men of 1863—several of whom told their wonder-tale at this convention yesterday—would never in their fondest and most fantastic dreams have foreseen the progress since achieved.

"I felt flattered at being asked to address you on the progress made in printing and publishing, with special reference to the recent expansion of the newspaper and magazine press, because I have not been in existence for all the last fifty years, let alone in business. I would not, however, have thought that many of you who have told of your experiences in active business for half a century were that old, and so I believe Ponce de Leon had the right dope when he came South to find the elixir of life. Or perhaps it is the wine in the air of the age in which we live, when many business men are beginning to find that they have made a grave error in not combining the grand enthusiasm of the young business man of twenty-one with the accumulated wisdom and experience of the young business man of sixty-five.

"The advance of the press in this beginning of a new era has played a tremendous part in all other development. The advance of the press is not only the expression of the advance along all other lines; it is one of its most potent causes. There has not been an accepted theory, a known thought, an invention, a discovery in the last half-century that does not owe its advance in an exceedingly large measure to the all-pervading press.

"Now these fifty years have not only been years of action; they have also been essentially years of interaction. We have found in these years—to an extent that was never realized before—that the keynote of progress and the higher civilization is the very spirit that has brought men of all trades and all professions together in this association. And so it is that the debt which the science and industry of this advanced age—let me rather say this advancing age—owes to the press has been largely liquidated before it was incurred. It is sure that there is no other influence that has helped the progress of the last generation or so as the printed word. It is just as sure that there is no other industry whose development owes so much to the aid of so many factors in science and art, and to that grand combination of both—modern business—as printing and publishing.

"It is conceded by the scientific world—by inventors, scientists, machinists, and the editors of the technical press—that among the most wonderful and perfect inventions in any line of industry have been those that the demand for the printed word—in enormous quantity and in the rush characteristic of a busy age—has made imperative.

"In order for the word to be printed, it is necessary to have type or something that will take its place. On the genius or luck of whoever invented movable type in the fifteenth century—be it Gutenburg, Faust, Schoeffer or the devil (all of these have had their supporters among more or less authoritative authorities)—is naturally primarily due the credit of modern typography in almost everything it implies. No change has taken place in the general conformation to this day of what is termed "movable type." But one of the greatest surprises to both mechanics and printers was the invention by Ottmar Mergenthaler so late as twenty-six years ago, in his factory at Baltimore, of the Linotype.

"This machine was so called because it assembles a line of dies or matrices and casts into them molten metal forming a single slug or line o' type. It does more than this: Whereas every line of type set by hand composition, or by typesetting machines whose work was inferior to hand composition, had to be put back, letter by letter, figure by figure, space by space, there is no such arduous labor when the linotype is employed, as the machine automatically distributes the matrices after the slug is formed. Anyone who has ever seen the linotype reach its long arm forward and pick up the matrices, carrying them to the back of the machine where, while the operator is setting the next line by means of a keyboard, the capital A's, the small a's, and all the other matrices that mold the letters and figures and numerous other characters drop into their places with absolute precision—whoever has seen this has seen a sight that is indeed impressive. The only distribution of the actual metal in the linotype is to slam it back into the melting pot.

"The linotype as it was then admitted to be the most wonderful machine in the world—at any rate of its small size—and the linotype of today, though still dependent on the great genius of Mergenthaler in its leading principles, is one of those machines that, though seemingly perfect, are constantly being wonderfully improved upon both by the original inventors and other minds that specialize on some particular idea in connection with a machine.

"One can hardly recognize the incredulity with which printers first heard of the linotype, or the amazement and apprehension of those who saw the wonder of its performance. Only this week, a former foreman of a great newspaper composing room—now an editor of mechanical text books in the International Correspondence Schools at Scranton—told me how he had scoffed at the idea of any machine that could displace hand composition—let alone the distribution of type by hand. "A machine could never justify." this excellent printer and good mechanic said. To justify by the old method meant to space out a line by means of smaller bits of type,

known as spaces and quads, when a line would not come out even in the stick, or receptacle in which the type was placed. A line very seldom came out even, and good justification was in many cases an extremely nice job, and more important than speed. But when the old printer saw how simply justification was done on the machine, by means of little strips of steel known as spacebands, he marveled greatly thereat, and swore a mighty oath that he would never prophesy again.

"But the spaceband was not yet perfect, and it has cost the Mergenthaler Linotype Company, to make a single improvement of this piece of mechanism, a fortune.

"The incredulity of the old printer is not to be wondered at when it is remembered that Theodore L. De Vinne, the dean of American typography, wrote in 1874 that there was no likelihood of automatic machinery supplanting brains in composition or distribution, and that one year before the Mergenthaler linotype was on the market so great an authority as the Scientific American printed a learned editorial article showing the impossibility of any machine ever composing quicker or better than the hand compositor. Several machines have done so since then.

"We are getting over this cocksureness now. You captains and lieutenants of industry are likely to be a little more lenient in your doubt of the 'Man with an Idea' since the days when even so wise an industrial pioneer as Commodore Vanderbilt refused to see George Westinghouse, because he had no time to listen to a damned fool who thought he could stop trains with air. This gave Mr. Westinghouse the opportunity to cast back the soft impeachment when the Commodore wanted nothing quite so much as the Westinghouse airbrake.

"Perhaps the last memorable instance of undeserved prejudgment was when many newspapers and magazines —to the shame of my craft be it said—so ridiculed and hounded the scientific father of the aeroplane—the great scientist, Professor Langley—that he died of a broken heart. We have, too, grown kinder—or else inventors have grown shrewder—since the days when a starving English inventor smashed his greatest machine—one that took him many years to perfect, and the secrets of which died with him—with the bitter remark, "They will not steal that too." There are better patent laws now than those which cursed the poor English inventors, and which Charles Dickens so ruthlessly scored with his popular and puissant pen. It is pleasing to note that even for the short time that Mergenthaler lived after his long years of disappointment and trial in the invention of the linotype and that other marvel, the basket-making machine—he reaped the reward that is a great inventor's due, and died a millionaire. As Kipling said,

"'He is lord of us all,
The dreamer whose dreams come true.'

"But the patent laws are not perfect yet—and it is up to us to make them so.

"It is not only as to the main idea of a machine that many cold gray mistakes of doubt and incredulity have been made. It was, for instance, thought by those who do not think very hard that the linotype would never do more than set one size or style of type. Now one of those machines can set over 800 styles of type, and over thirty languages that differ from English in letters and accentuation. Very few printers thought that the linotype could ever set the headings of newspapers. Now a machine sets all sizes of headings up to 48-point, or about 48-72 of an inch. There are today over 38,000 linotypes in operation throughout the world.

"Another wonderful machine is the Lanston monotype —or rather it is two machines. The linotype had about eleven years the start of the monotype made on its present principles, and it was longer than that again before defects now entirely overcome were done away with. There was a time, in fact, when it was believed that the monotype, despite its lateness in the field, was going to supplant the linotype, and the rivalry between the manufacturers naturally helped toward the improvement of both systems. Though the New York Sun used the monotype for many years, it is employed chiefly on magazine, book and catalogue work rather than for newspaper composition. It is used exclusively in many large book and job printing establishments.

"The monotype casts justified lines of single types, which after being used are remelted. The keyboard is separate from the casting device, and utilizes compressed air to cause perforations in the paper tape as the keyboard is operated. When an article or part of an article is completed, the paper is torn off below the last perforation and transferred to the casting machine, where the actual production of the type takes place. It is this casting machine which Russell Doubleday, the publisher and author, refers to as "the machine that thinks." But this term could be applied to many another invention of the last fifty years.

"Of the typesetting machines properly so-called, that set type like a hand compositor, but one has survived—the Thorn Simplex Unitype machine.

"The paper industry has naturally played a great part in the modern development of printing. I remember that my father, who was a country newspaper publisher, once wrote to a paper manufacturer who had given the high price of rags as an excuse for the increase of the cost of his paper, that he failed to see how any fluctuation in the rag market should affect the price of paper made of wood.

"When you read your morning paper or the paper from your old home, you are really holding in your hands the remains of a billet of wood. The Sunday papers are all that is left of a big stick.

"Originally made from the papyrus plant, and later from straw and from rags beaten into a pulp, paper made for the printing of newspapers and other purposes is now made of wood cut into fine strips and digested by means of soda of sulphite.

"Every now and then we read of the great stretch of forest that it has taken to make a single issue of a Sunday newspaper, or the even larger special edition of a paper in some city of a population even so small as ten thousand. All this is true; and consequently we hear a great deal about our forests being rudely grabbed by the insatiable pulp maker. It may come to some of you as a surprise, therefore, that expert forecasters make what they call a conservative estimate when they tell us that less than three per cent of the timber cut out ever enters a pulp-mill to be used in any kind of paper making. Pulp manufacturers are now laying aside large tracts of land for reforestation.

"The Department of Agriculture has been experimenting for years with the view to making paper out of corn stalks.

"It was so far back as one hundred years ago that a Frenchman named Louis Robert constructed a machine for making a continuous web of paper. Although such an invention was of very small use then, considering what it has become since the invention during the last fifty years of the web perfecting press, the French government showed their farsightedness in giving the inventor a reward of 8,000 francs for his discovery. It was naturally

not such a web as is required at the present day, nor could it be made so quickly, as the improved machine can turn out as much paper in three minutes as Robert's machine could in three weeks. It was simply one of those crude inventions of former times, the history and scope of which the manufacturers and inventors of today would do well to study. It is surprising how we, in our pride in the development of the last half-century, are but little aware that many of the successful inventions of today that we think are but a few years old, were really in use in some form long before 1862. No doubt there is history extant of ideas that under modern conditions would give many of you business men just what you are looking for in your business today. Really the printing press was once simply a development of the cheese or cider press common in mediaeval times and it was centuries before it was anything else.

"The greatest of all printing press manufacturers are undoubtedly the three generations of the Hoes, of New York, who have been inventing presses for a good deal more than fifty years, and will undoubtedly do so for many years more. Their first startling invention was a machine that was placed in the office of the Philadelphia Public Ledger in 1845, in which movable type was so arranged about a cylinder that it did not fall out. Shortly after this the curved stereotype plate was invented and placed on this type-revolving machine. This enabled newspaper publishers to duplicate the forms, and turn out the same papers on different presses at the same time. But although the constantly increasing circulation of the newspapers combined to make insatiable demands for still more rapid work, it was not until 1871 that R. Hoe & Co. brought out their first continuous web press, in which the paper was furnished to the machine in the form of a roll, and after being printed was separated into sheets. This was really, however, a development of a rejected press made by William Bullock of Philadelphia, which he invented exactly fifty years ago.

"And here came in an example of that interaction and of that confidence in one another that has so helped the progress of the last half-century. Just as the web press was invented before the press, so a machine that in order to meet the demands of newspapers needed a roll of uniform perfection and strength was invented by the Hoes with the confidence that the paper makers would rise to the occasion, which they did. Then, in order to perfect, that is to print on both sides with one operation, it was up to the ink makers to manufacture rapid drying ink that would not offset or smudge. It is to this co-operation that the great inventions of the future will be due.

"Since 1871 the Hoes and other pressmakers have turned out miracles of mechanism that have each seemed as though the limit of perfection were at last reached. During the last year or so, the largest and finest magazine printing press in the world has been made by them for Mr. Frank A. Munsey, and the largest newspaper printing machine has been made by them for the Boston Post. This magazine press, among other things, prints, folds, and delivers the amazing number of 144,000 eight-page magazine sections an hour in two colors; 72,000 eight-page sections an hour in four colors; 72,000 sixteen-page sections an hour in two colors; 72,000 sixteen-page sections an hour—half in three colors, half in one color; or 36,000 sixteen-page sections an hour in four colors. With the new magazine, booklet and catalogue presses a colored cover can, when desired, be printed and attached at the same time as the printing of the production.

[Concluded in September Issue]

Using and Proving Costs

[Continued from page 562]

Rotary Hand Presses...	259.5	x	.99	=	256.96	x	"	= 96.51
Stitching Machines	234.4	x	.39½	=	92.59	x	"	= 34.85
Hand Pamphlet Bindery..	931.8	x	.25½	=	237.61	x	"	= 89.42
Paper Cutting Machines..	244.0	x	1.11	=	270.84	x	"	= 101.93
	3768.1				$4362.85			$1641.77
								*.20
								$1641.97

*Add 20c to one department to adjust loss by fractions.

Expenses to be distributed to above departments:

Selling Expenses	$ 686.25
Management and Office	721.32
Shipping Department	234.40
Total	$1641.97

$1641.97 is 37.635 per cent of $4362.85.

CHART A shows the several departments of a small jobbing office and illustrates the methods of distributing the Commercial Expenses as explained. The first column of figures gives the productive hours turned in for one month in the several departments. The second column gives the average hour cost of these several departments. This average hour cost represents a 12 months' average. The third column of figures shows the value of the Productive Hours in dollars and cents. The next column is the percentage multiplier. This percentage is obtained by dividing the value of the total productive hours into the amount of the Commercial Expense for the month. The fifth or last column shows the amount of the Commercial Expense that is to be charged against each department to represent its share of the month's Commercial Expense. Your attention is called to the simplicity of getting these figures. Only one additional multiplication is required in excess of the work involved in the uniform or other methods.

For the purposes of comparison I present the same departments with the distribution as called for in the Uniform Method.

CHART B.

Departments	Total Pay Roll		Department Expense		Cost of Pay Roll and Dept. Expense		Per-centage		Expense to be charged to Departments
Large Harris Presses..	$ 193.15	+	$132.95	=	$ 326.10	x	61.314	=	$ 199.95
Small Harris Presses..	362.87	+	386.97	=	749.84	x	"	=	459.76
Hand Job Presses....	170.38	+	42.61	=	212.99	x	"	=	130.59
Hand Composing	477.33	+	100.68	=	578.01	x	"	=	354.41
Rotary Letter Presses	99.98	+	53.60	=	153.58	x	"	=	94.17
Stitching Machines...	174.87	+	69.53	=	244.40	x	"	=	149.86
Hand Pamphlet B'nd'y	217.97	+	59.49	=	277.46	x	"	=	170.13
Paper Cut'ng M'chines	94.45	+	41.29	=	135.74	x	"	=	83.23
	$1791.00		$887.12		$2678.12				$1642.10
									*.13
									$1641.97

*Deduct 13c from one department to adjust gain by fractions.

Expenses to be distributed to above departments:

Selling Expense	$ 686.25
Management and Office	721.32
Shipping Department	234.40
Total	$1641.97

$1641.97 is 61.314 per cent of $2678.12.

DISTRIBUTION BY UNIFORM SYSTEM.

CHART B is the manner of distributing by the Uniform method. No doubt every one present is familiar with this method. By adding the total Pay Roll (column 1) to the Department Expense (column 2) we obtain the factory cost. The total factory cost divided into the Commercial Expense gives the percentage multiplier. The last column in the table shows the amount of the Commercial Expense that is to be charged against each department.

In order that the two methods just described may be compared with the method of Hour Distribution I present another chart giving this form:

CHART C.

Departments	Productive Hours		Expense Cost per Hour		Expense to be charged to Departments
Large Harris Presses.....	227.3	x	43.57	=	$ 99.03
Small Harris Presses.....	755.2	x	"	=	329.04
Hand Job Presses	407.2	x	"	=	177.42
Hand Composing	708.7	x	"	=	308.78
Rotary Letter Presses.....	259.5	x	"	=	113.06
Stitching Machines	234.4	x	"	=	103.13
Hand Pamphlet Bindery.....	931.8	x	"	=	405.99
Paper Cutting Machines.....	244.0	x	"	=	106.31
	3768.1				$1642.76
					*.79
					$1641.97

*Deduct 79c from one department to adjust gain by fractions.

Expenses to be distributed to above departments:

Selling Expenses	$ 686.25
Management and Office	721.32
Shipping Department	234.40
Total	$1641.97

$1641.97 divided by 3768.1 equals 43.57 per cent.

DISTRIBUTION BY THE HOUR SYSTEM.

CHART C uses the same figures as in Chart A for time of departments. The first column of figures is the Productive Hours. The second column is the Multiplier, or Hour Expense Cost. This is obtained by dividing the total Productive Hours into the Commercial Expenses. The last column shows the amount of Commercial Expense that is to be charged against each department.

RESULTS OBTAINED BY THE THREE METHODS.

CHART D.

Departments	Factory value of Product	Expense charged by Improved System	Expense charged by Uniform System	Expense charged by Hour System
Large Harris Presses	$1047.85	$ 394.36	$ 199.95	$ 99.03
Small Harris Presses	1079.94	406.44	459.76	329.04
Hand Job Presses	399.06	150.19	130.59	177.42
Hand Composing	978.00	368.07	354.41	308.78
Rotary Letter Presses	256.96	96.51	94.17	113.06
Stitching Machines	92.59	34.85	149.86	103.13
Hand Pamphlet Bindery	237.61	89.42	170.13	405.99
Paper Cutting Machines	270.84	101.93	83.23	106.31
	$4362.85	$1641.97	$1641.97	$1641.97

The income of the plant is from the Product Sold—the improved system makes the departments with the greatest revenue bear the greatest expense—the Uniform System falls considerably short of this requirement—the Hour System has the heaviest expense against a department of very small income.

CHART D is a comparative table of the three methods of distribution. Multiplying the productive hours by the average hour cost gives the factory value of the product in each department. This may be called the revenue or income of each department. It will be seen that column two (showing the improved system) varies the expense closely to the variation in sales. The Uniform System falls short of this requirement, and the Hour System compels the cheap labor and the small income to bear the greatest burden of expense.

In support of this plan I maintain that the printing business consists of selling the product of Skilled Labor.

The unit of that labor is the Chargeable Hour.

And that unit must bear all the load of operating and commercial expense, since we cannot at the present time hope to obtain a substantial profit on material, except in isolated instances, or on very small jobs.

I further maintain that it is an error to distribute the class of expenses named against the chargeable hour directly, because it costs *more* to sell, deliver or supervise a press hour than a hand bindery hour. Or in other words, the items of expense named should be distributed against sales, which would mean a varying hour distribution, but since it is impractical to distribute on sales by using the chargeable hour in the manner set forth we come to the nearest approach to a distribution on sales.

But why distribute on sales, some may ask.

The volume of sales determines largely the space required for office use and number of clerks required. Volume of sales determines the number of wagons for delivery. Sales determine the number of salesmen employed. Sales determines the salary paid the officers. When sales increase all these items cost more—when sales decrease these items decrease.

All that is clear, and you will agree, but you may contend that each hour sold should stand the same expense cost per hour, whether it is the bindery hour or the press room hour.

In a practical sense it does not, and can not.

You equip to do business on the basis of your earnings. If you do a business of $100,000.00 and net 10% profit you earn $10,000.00.

If vou sell 80,000 Hand Composition Hours at $1.25, your sales are $100,000 and a profit of 10% brings $10,000.00.

If you sell 80,000 Hand Bindery Hours at .50, your sales are $40,000, and a profit of 10% brings only $4,000.00.

It is, and has always been the practice to pay salesmen and managers on the basis of total sales; even clerks in the office are advanced according to the prosperous condition and volume of business.

That being true, it costs more to handle and sell a Chargeable Hour of the Composing Room than it costs to sell a chargeable hour of the Hand Bindery.

You are in business to make a profit, and you aim to make an average profit on your sales. If you fix on 20% profit you mean to earn 20% on your sales, and it is plain you will make more money by selling a hundred hours of Composing Room Labor than a hundred hours of Bindery Labor.

The more valuable a thing is the more care exercised in its protection.

Your ordinary business letter you file in a plain letter cabinet, but insurance policies, bonds, or deeds are placed in a rented safety vault.

You should exercise more care in selling, supervising and delivering a chargeable hour from the Composing Room than one from the Bindery, because the Composing Room hour is more valuable and will bring you more net profit.

If you will seriously consider these points you will be forced to conclude that the improved method of distribution offers less error than any plan yet presented or in use.

I hope this convention will seriously consider the adoption of the plan presented as being the one prime factor in present work of Cost Finding which needs correction to produce harmony and uniform results.

The final section of my topic pertains to proving Cost Systems.

My first experience with a Cost System in the printing business was in 1902—those records and those of each succeeding year are still on file. I was fortunate enough to learn the principles of book-keeping at the university I attended, and this knowledge caused me to devise a system for proving and balancing the entries on the old Style Cost Records, to stop errors.

The Uniform Systems of Finding Costs which introduced Mr. Hartman's Chargeable Hour, was adopted in the shop in which I am interested, in January, 1910.

The old Percentage System forms were completely discarded and new forms were installed. No plan was offered for proving the entries. This seemed incomplete and errors were constantly occurring.

We then devised entirely new blanks without in any way impairing the results obtained as called for on Form 9 H. The new forms converted our System into a card index Cost Finding System, and for the past 18 months all our records have been kept on cards.

These cards have simplified the process of proving the accuracy of the entries, and also work splendidly with the calculating time clocks, which we have in each department. These clocks are called Calculagraphs, and many present are now using them. If they are unknown to others, information can readily be obtained by looking up advertisements in trade papers.

Our Card Index Cost Finding System is very rapid to handle, and supplies information more readily than the sheet records first adopted.

I will not bore you with a description of this system, for the forms in the main correspond to the uniform system, but will tell you of the important part, that of taking off the monthly balance sheet.

Independent of the general requirements of a Cost Finding System, I want to know two things:

1st. Have customers been charged with the same number of productive hours that our employes were paid for?

2nd. Does the amount charged against the job for material agree with the amount billed to the customer?

It is very plain that to answer the two questions correctly there must be an absolute balance down to a single unit of time, or a penny in money, between cost record, pay roll, material record and sales record.

If clerks made no mistakes in entries, a balance sheet to prove the entries would be unnecessary.

If no mistakes were made on your Ledger, a monthly trial balance could be dispensed with.

If no clerical mistakes were made your book-keeper would not have to balance his cash daily.

But mistakes are made—they cannot be entirely eliminated in work of this nature.

If any of you attempt to prove your cost entries for the preceding month you will be greatly surprised to find how many errors have been made and that quite a leakage has been overlooked.

To balance the hours on the first of the month we first take the total time on unfinished work, to this we add the number of hours on the records of time charged to customers. The sum of those two items must balance with the total number of hours unbilled on the first of the preceding month, when added to the number of productive hours on the pay roll for the current month.

The formula for this is shown on the chart.

TIME BALANCING SYSTEM.

Dr.

A—Productive hours unbilled May 1st	3562.1
B—Productive hours turned in by all departments in May	6410.2
	9972.3

Cr.

C—Productive hours unbilled June 1st	4250.8
D—Productive hours billed in May	5721.5
	9972.3

A.—To obtain figures in Item A all the time entered on the cards of unfinished work is run off on the adding machine on the first of each month. No attempt is made to keep departments separate.

B.—Item B is obtained by reference to the Pay Roll, in which we carefully keep both Productive and Non-Productive time.

C.—Item C is obtained in the same manner as Item A, but is taken one month later.

D.—This item is obtained by keeping a daily total of Productive time copied from charges to customers. The daily entries are totaled at the end of the month.

I believe that the suggestion of the plan is sufficient for any one to work it out, but will be glad to add further help if possible.

The material balance is divided into two parts, as we keep a stock room and desire to have a balance against the house stock separate from the direct purchases.

The terms used in our establishment to distinguish these two classes of goods are House Stock and Manufacturing Stock. The one term might have been more appropriate, but you will understand their use, as I apply them to this illustration.

To balance House Stock we take the total of goods on hand according to inventory on the first of the preceding month, to this we add the amounts as shown by vouchers made out for goods purchased during the month on this account. The sum of these two items must balance with the value of goods on hand on the 1st of the current month, plus the value of House Stock charged to customers.

This formula is also shown on the chart.

The Manufactured Stock balance is simple. All goods charged to customers, together with that charged against uncompleted jobs, must balance with the vouchers made out for Manufactured Stock purchased during the month.

This formula is shown on the chart.

BALANCING SYSTEM FOR MATERIAL.

House Stock.

Dr.

Inventory of goods in stock May 1st	$3,212.20
Vouchers for stock bought in May	2,109.15
	$6,321.35

Cr.

Inventory of goods in stock June 1st	$2,619.05
House stock billed to customers in May	3,702.30
	$6,321.35

Manufactured Stock.

Dr.

Stock held for work in process bought in May	$1,609.13
Manufactured stock billed to customers in May	2,104.20
	$3,713.33

Cr.

May vouchers for manufactured stock bought	$3,713.33

There is a lot of satisfaction coming to the man who receives on the 1st of the month a balance sheet in this form. It eliminates doubt and throttles worry.

Like a Cost Finding System in general this adjunct pays for itself by detecting enough omissions to cover the value of the small additional time required.

Whatever is worth doing at all is worth doing well, and if you take off a monthly balance in the manner described you will know that your cost system work is well done.

Suppose the Cost Clerk double-crosses you and forces the balance?

Don't give the cost clerk a chance. Just observe that part of the figures are necessarily obtained from separate books.

Let the book-keeper supply part of the figures and the cost clerk the others.

The one must balance against the other and you will obtain accuracy.

Our sheets are balanced to a penny in money and to 6-minute unit of time each month and the work is carried on smoothly and rapidly.

It pays.

Before closing I ask that fault will not be found with the rather loose terms I have used in describing the various factors of cost in the suggested plan for expense distribution.

There has been no standard of terms subdividing overhead expenses and I have not been exact in repeating terms, but I trust my meaning is clear and in considering the suggestion hope my form of expression will not act against its adoption.

Our esteemed Mr. Denham may be present and after hearing my assertion that there is no such thing as a "Cost System," he may be on the defensive, or more likely aggressive, and be ready to decapitate me, figuratively.

However, I am an unsalaried Denham booster, and regardless of differing ideas on some points, I can stand his chastisement for the satisfaction it will later bring when he falls in line.

Those who have come here have evidenced unselfishness in promoting a cause that is only in part for the direct benefit of those assembled and far more beneficial to the ones that stay at home.

You did not come because of some personal ambition, expectation of special honors, or hope of reward, but that less fortunate printers might profit by spreading broadcast, knowledge of the work of this convention. Your gain follows only in the general good that may come to the Art Preservative.

In the same spirit have I presented this paper, and if you find good in it spread it to others, and if none—be charitable.

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"Modern Problems"

By C. Francis—New York City.

Mr. President and Brethren in the Printing Business:

We want to congratulate ourselves upon this great gathering at the First Annual Convention of the Ben Franklin Club of America, and upon the auspicious surroundings and the hospitable arrangements that have been made for our comfort, business and pleasure.

When our Secretary, Mr. Allen, wired us that I had to speak at this convention and asked me to wire my subject it flashed across my mind that many "Modern Problems" were confronting our fraternity during this early part of the present century, the principles of all of which were the spirit of fraternity and helping one another.

Many years since our opinion of our brother printer might not have looked well in cold type, it was so warm, but they managed to worry along and had their own problems to solve. Our worthy predecessor, whose name we wear emblazoned upon our locals and our national, Benjamin Franklin, sent his name down to posterity by the peculiar facility with which he handled the "Modern Problems" of his day; and we are gathered together today for the same purpose which is to solve the "Problems" confronting us in our new conditions. The question before us is large and we can only touch upon some points, or rather some few of these problems.

The over-ruling problem of today is "organization" as the mother of all problems. Now why has this become necessary during the latter part of the last century? We can only answer that several decades since a wonderful slogan went forth that "competition is the life of trade," and we entered into this life as a warfare until we began to find out that "competition was the death of trade." We have a business that when this slogan was first sounded was not considered a necessity and we went in for "competition" to such an extent that we had no time at all to consider cost, because we were pushing for output and as a consequence were placing burdens upon our employes which were unbearable. At this point the employe who had been suffering from our foolhardy policies, did a little thinking for himself and came to the conclusion that he could not make brick without straw, and conspired with his co-laborer to compel the "boss" to favor him with an advance in wages,—hence the labor unions. This had little or no effect on the employer who went on slashing prices until he merely made enough to pay the wages of the employe, and the supply man and the paper man were largely made "the goat" for the printer. The employing printer was then (as today) blaming his losses and poor business management on the capacity of his employe, and then the "bosses' got together about 1886 under the pressure of the unions who were clamoring for less work and more pay and a stand-up and knock-down fight took place in which the employers were victorious. From this time on for another ten years the "competition" basis went merrily along and the "auctioneer" was a busy man. During this period the employes' organizations were gaining ground rapidly until in 1896 the Syracuse convention arranged for the shorter work day of nine hours. This was brought about by negotiation of organizations and commenced the aggressiveness of the unions, who were successful in their efforts and costs kept going up. Then began the eye-opening of the fallacy of "competition being the life of trade," and many employers, at first singly, and then by twos and threes, began to try to find out what was the matter with the printing

business, and printing growing by leaps and bounds, became one of the necessities of modern civilization.

Larger investments, more complicated and faster machinery had to be purchased and the printer employer handed over to his customer the proceeds as fast as he gained them. We have grown in the industrial world from the depths up to the seventh industry—it may be the sixth now (because this was a year ago) in the United States and second in the State of New York. The conditions spoken of above, brought forth first the Typothetae, then the Ben Franklin and the Printers' League, all with the same idea in view, of mitigating the difficulties of the employing printer, and this getting together brought before us the main one problem of business, that we were buying at too high a price and selling too low; in dealing with these problems, each organization, in the start, took different methods to solve the very difficult problem of "how to make a profit, though a printer." I am not going to state these methods so much as the results.

In the first place, the organization found, when arrayed in battle with the employe in later years, they had so powerful an organization that to approach this ordeal was like "monkeying with a buzz-saw."

All that the employe saw was that he must support his family and "then some," and he did not give a thought to the question that the boss must furnish the money for that purpose, and having put the employer at his wits' end in dealing with this question, he, the employer, began searching out the methods by which this very important adjunct (the employe) to the printing business might be satisfied and tried ineffectively to get it out of his customer, but there again was another problem—if he did not take the job for a given price, his neighbor across the street, a most despicable and unprincipled manufacturer of printing, would take it at even a lower price, and as a consequence, he must be losing more money than the respectable first party. It is needless to say, that the man across the street had an equally "good" opinion of his neighbor, however, as time went on, they began to fraternize and only within a few years did the printer employer in any large numbers commence to look at home for the remedy, and then in consultation with a few others, attempt to emulate our late brother Benjamin Franklin in a philosophic examination into the scarcity of profit in the printing business, and all at once in some great mind, the fact became apparent that owing to numerous eccentricities of the business, there was a lot of time that he paid for, that was not charged to the customer, and talking this over with others, they found they had the same experience, so they determined to make a serious examination, as to why they should not charge to the customer all of the time for which they paid, and the "child grew and waxed healthy," and they named it after the philosopher, Ben Franklin.

Then came along the Typothetae, who had been spending fortunes in attempting to stop the aggressiveness of the employe, and "they saw that it was good and did eat thereof" because it came from the tree of knowledge, and this problem is now in a fair way of solution, it seems that we should all get together in *one great* organization and continue the work of education of the unfortunate ones, who have not read Paul Nathan's book of "How to Make Money in the Printing Business."

Only one more problem, and that is that some of the employers, realizing the growing strength of the unions throughout this land, and the folly of continually fighting, came to the conclusion that this obstreperous and necessary partner should be utilized to the best advantage rather than to keep on fighting, and commenced the campaign for a get-together policy, with the employe giving them to realize that only so much as he (the employe) produces, can be possibly be paid, and with the assistance of the unions themselves, the Printers' League came into being for the purpose of consultation, conciliation, and final arbitration on all matters. The unions themselves were tired of fighting and were found anxious but suspicious of this offer by employers, and while the subject should be dwelt upon at a much greater length, in order that those who are now, or who are contemplating employing union men, should be made acquainted with the fact that New York has been without any serious trouble in Printers' League shops for seven years, and every year we make for closer affiliation with the unions, and find that their membership realize the relationship necessary for co-operation toward success.

Some Cincinnati employers are so enthused over the labor problem, as expounded by the League principles, that the Secretary of the B. F. Club of that city found it difficult to make them to see the benefits derived through closer affiliation under the flag of the cost system, as expounded by the cost commissions of the B. F. Club and Typothetae.

There are other problems not touched upon in regard to the changes constantly taking place through increased demands for large editions and consequently immense outlays for special machinery, but we will close with the hope that organization and co-operation, by both the employer and employe make for better conditions and that the outcome of a greater consideration one for the other and a closer study all together of these "Modern Problems" may be the means of producing the harmonious relationship between employes and also between employers and employes, and that in future, as our business aims to take first place in the industries, the pursuit of happiness may be ready and healthful.

Let us clasp hands all around for a brighter and better day in the calling to which we are elected.

In attempting as we are, to make a universal organization for the benefit of the printing business, we venture to suggest that there is little in our present purpose to interest that large and growing contingent which we list under the heading of the independent printer, that is, the printing offices maintained by publishing and mercantile houses for doing their own work, and who do not enter into the competitive field directly at all, and these establishments comprise a very large proportion of our business in the East. One of our modern problems is Shall We Leave Him Out, or can we not interest him sufficiently to come into that coming great organization. He would be useful to us in many ways. He of all others, builds special machinery and tests it out for us who are in the competitive field, and if we can do him some good, he could help us in many ways, one of which is the very important "modern problem" of money. Now, you will say that this is not a "modern problem," but in relation to the support of such organizations as this, it is beyond doubt one of the most serious of "modern problems" and it is a problem in which our heart and pocket-book should join in a vigorous campaign to assist those to prosperity who are not as well off in this world's goods as we are. It has always been stated that the dues of this organization would be insufficient, and to do the greatest amount of good, there is no doubt that this is the case. No one, however, feels inclined to raise the dues to "Stand-up" the supply man to assist the work, but without doubt the supply man reaps great advantages from such gatherings as these, and should open his heart and purse at the same time to supply the "sinews of war" for a work which saves him many thousands of dollars per year. Now we need not look on the "supply man" alone, the very same privilege may be accorded to our own membership to help the work along in the education and uplift of the brethren who under existing circumstances, is unable to help himself. Now membership dues are a necessity in a popular organization like this, but there is no maximum, and what is needed is a steady monthly income which the larger you make it, the more work can, and will be accomplished.

You will find such an investment will be like bread cast upon the waters. It will return after many days.

One more problem is the standardization of prices through the cost system. If we go to a baker we can get a five or ten-cent loaf and little or no difference in weight or size, and nearly all our members cry out, "We are not bakers"—which is true, but there is no little difference in cost per hour or per thousand ems or impressions that there could be arranged a graded standardized price on some basis as to localities where overheads are lighter or heavier as the case may be. This is just a hint—take it home and think it out.

Our president said something yesterday about "the end of the printers' troubles," but don't you look for that yet. It would not be good for us to have no troubles on this earth, and if we reached this goal, there would then be nothing for us to do but stagnate and die, what he really meant was that our burden of troubles has been more than we were able to carry, and by pulling all together in our efforts to benefit one another our load will be made easy to carry.

Because we think differently is no reason why we should not work together for a common cause, and this Convention has been called together for this reason, the common cause of attempting to bring prosperity and happiness to our brother printer and to ourselves, and if some remarks about unionism or anything else with which you may differ or which is tabooed by your membership in its constitution and by-laws, do not let it disturb your equilibrium; just put that down to the other fellow's point of view, and pass it over.

Personally, I would not bring a discordant note into this Convention, but the labor question is like Banquo's Ghost, it will not down, and my dreams have been disturbed many times by this ghost, and at some time as an adjunct or side

show to our mutual elevation society. I hope it will be a subject of discussion and action for the best interest of all. Our present plans, however, seem to cut it out and, therefore, let us all pull together on the subjects upon which we can agree and have a harmonious and unified organization that will be a sweet remembrance when we go home and an incentive to better and more progressive work.

THE SPIRIT OF BEN FRANKLINISM.

They tell a story of a Missouri printer, who after many years of ceaseless effort on behalf of the community in which he lived, but who gave no thought of the morrow nor what it might bring forth; who with an innocence that was more than sublime, believed that the presence of a mortgage on his plant was a shining example of the confidence reposed in his integrity, and therefore not to be disturbed when notified of a probable change of ownership; in his last issue published his valedictory in which he said: "With grateful acknowledgement to all my friends and a benediction upon the profession, I take my hat, the savings of twenty years in the country newspaper field, and retire."

And since the time of Gutenberg the history of the printing business, the sixth greatest industry in the world, has been strewn with the wreckage of derelicts that have started on the voyage of business life with apparently the brightest of prospects—the best of intentions—the most earnest of endeavors, but who had a wrong conception of values, an inferior sense of proportions between cost and selling price, and who have gone down, leaving nothing but the recollection of failure, and a record of impossible prices that rise up to haunt every man who has learned to know what it really costs to do business, and having that information, has had the courage to ask a fair price for his product.

This carelessness of business methods is the reason why the printing industry has always been classed among the extra hazardous. The printer of the past has had an idea that if he did a volume of work, there must of necessity be a good profit, forgetting that if his prices were not right, the more work he did the greater would be his loss.

And through this want of care the very life-blood of his business was sapped away, and he lost not only the money he had invested, but what was infinitely more, his good name and his business reputation.

What a terrible toll this same carelessness of essentials is daily exacting. All for want of a little care that wonder of wonders of maritime elegance, the noble Titanic, was sent to the bottom of the sea, with its precious cargo of human lives.

Sorrow and sadness came to thousands of homes, many family ties were broken, and the peoples of the civilized world felt the effect of this great tragedy, all because of want of care in safeguarding the lives by providing a sufficient number of lifeboats to carry the passengers and crew to safety.

And because of this same want of care in its construction, the doors of the airtight compartments refused to close and stop the inrushing waters, and when the crucial time came nothing could be done to stay the hand of death and destruction.

To negligence of various kinds can be traced most of the great misfortunes that have overtaken the human race, and in our business affairs it is responsible for the failures and is the cause of the disasters that wreck the hopes and prevent the success that would otherwise crown our efforts.

Business conditions in all branches are undergoing rapid change. New methods are employed, labor-saving machinery is being installed, a closer credit system is necessary, a higher wage scale, the result of the more expensive cost of living is being exacted, competition of all kinds was never keener, and we must of necessity keep step with this advancement if we would continue to be successful in this onward march of events.

The printer of today must not rely upon the business methods of yesterday. Business principles and the elements of success are the same, but there must be the difference in the application to get the desired results.

He must educate himself; he must get in touch and keep in communication with those engaged in the same line of work. He must know what they are doing and how they are conducting their affairs, and this can only be done through co-operation and organization, both local and national.

A little more than 200 years ago there was born a man who became a printer—and a successful one—and in addition to this was the greatest American philosopher—a benefactor not only of his own times, but who left his impress upon the lives of the American people and his influence upon the laws of his country—Benjamin Franklin.

He was imbued with the spirit of fair play and common honesty; he believed it to be his duty to help those around him by teaching them that the only true road to success led past the mile posts of knowledge, honesty, energy and application. His was the broadest kind of philanthropy, because it taught the spirit of self help and self reliance.

He said: "A man who makes boast of his ancestors, doth but advertise his own insignificance, for the pedigrees of great men are commonly known. Let our fathers and our grandfathers be valued for their goodness; ourselves for our own."

Such was the spirit of this highest type of Americanism, and such is the spirit that is the dominant note in this organization that bears his name, and the influence of which is already being felt in every part of America, because it is founded on so broad a platform that every printer who desires to better his own condition or to cooperate with his fellow printers, will find a cordial welcome, a warm handclasp and true fellowship within its ranks.

The Ben Franklin movement is in reality a federation of local clubs, the first of which was organized in Chicago six years ago this month, and the growth of it has been phenomenal, crystallizing in the formation of the Ben Franklin Club of America in the same city last November.

This development is due to the fact that as an organization it is thoroughly democratic in both precept and principle. In membership it knows neither size, age nor previous condition of servitude. Its chief aim is to do good and to prevent its members from being done—good.

It is intensely educational in practice, and practical in its helpfulness to the printer business man, whether he is large or small—whether his business is located in a big city, or whether he has but a small plant in a little town.

It had its origin and birth in the real need of the printer—a need that has not been filled by any other organization. It has taken up the mission of the necessity of greater accuracy in cost finding and business accounting.

Its life and growth is in the heart and mind of the printer everywhere, because it reaches into his office and into his work-rooms, and creates in him and his, both success and prosperity.

It has attracted to its standard a class of men who are willing to give of their time and money for the love of the great cause of better printing conditions—men who represent the To-day in the world of active, successful effort in the field of our chosen profession—men who believe that co-operation should always go hand in hand with competition so that it may lead it past the pitfalls that tend to loss and poverty.

And its sphere of influence is not confined alone to the printing branch of the industry, but it is reaching out a helping hand to the kindred trades. Believing in the spirit of fair play it is assisting in organizing and helping the binders, the electrotypers and the engravers, who have been sufferers from the same conditions that have afflicted us printers.

Its influence is broadening day by day, and all who have allied themselves with it are reaping golden dividends upon the interest they have in this organization for the creating of a better and a brighter day, when to be a printer will be the synonym for successful business endeavor.

It is striving to teach that if you would humble yourself before the idol of cheap prices, you must sacrifice service and quality at the altar of haste and waste, the result of which is that you will be forever barred from the temple of peace and plenty; that he who lives by the sword of price competition will surely die by the same instrument; that service and quality have a value that cannot be taken away and that the customer who gives out his work on the basis of price alone is not worthy the time or attention of any printer who values either his product or his reputation.

For work is done that profit shall accrue—not that our machinery may be kept in motion. We are dealing in product plus service—in merchandise plus brains—in printing plus quality, and it is always the plussage that gives our output its proper value.

We must know, not only the cost, but also the selling value of our goods. We must believe in our ability to sell those goods at a profit and we must make our customer feel that he is getting full value of the right kind for the money he is spending.

For if you cut the price on a job you not only lose money on that piece of work, but you are helping to create a condition from which you cannot escape. A cut-price job is not only a present menace to your profits, but it will rise up to haunt you every time that customer is in the market.

The mission of the Ben Franklin Club is not to find fault

with or to criticise the struggling printer. Its aim is to place in his hands the tools with which he may test the efficiency of his plant and his methods.

If these are right a cost system will show him just how well he is doing; better accounting methods will help him shorten his labor and to increase his capacity and the knowledge will give him stronger courage and greater satisfaction.

On the other hand there is an idea in many minds that cylinder presses and jobbers will deliver 1,000 impressions an hour for every hour in the day; that hand composition can be sold at a profit at 80 or 90 cents an hour, and that folding can be done profitably at 15 or 20 cents per 1,000 folds.

Do you think these are facts in your office? Do you believe you are making money at those prices? If so, prove to yourself that these ideas are as real as you believe them to be, by keeping an accurate check on your output and your expenses, always including a fair salary to yourself as a part of those operating expenses.

Try it for a week. The result will surprise you. Try it for a month. You will be convinced that the only way to succeed is by *knowing every detail* of your business.

The time is fast approaching when every printer will be able to tell what his business is worth to him. The Ben Franklin Club is striving to serve you, if you will but co-operate with it by making yourself more efficient and more successful.

You believe you are conducting your business profitably, and I hope that you are, but are you getting the necessary information to make the greatest success possible?

If you are you can tell what your total operating cost in each department of your plant is every month.

You can tell whether your net profit is as great as it should be on the volume of business you are doing.

You can tell exactly what your fixed expenses are by the month, whether your plant is busy or idle.

You can tell what your net profit is in each department, and if any department is not making a profit, why there is a loss.

You can tell how many productive hours per department you sell each month, and how many non-productive hours you are paying for that you cannot sell.

You can tell when you are buying inferior labor that is costing you just as much as better labor would, and having this knowledge you can eliminate this waste of money.

You can tell how much to charge per hour and per job for the interest on your investment, interest on your working capital, depreciation on your plant, and a percentage to cover bad debts.

You can tell what salary you should draw for managing your business, to be paid you each week as a part of the pay-roll.

And in addition to this you can tell, in case of fire, how much money you have invested in stock and labor, and can collect on from the insurance company.

Up to the time of the Ben Franklin movement some little cost finding work was carried on, but it was done in such a manner as to do but little good. In a few of the larger plants some systematic plans were in operation, but these were the exception and stood out like incandescent lamps, which only accentuated the outer darkness that enveloped the great field of printing endeavor.

Within the past few years that darkness has been giving way to a gray dawn, through which we have been able to glimpse the possibilities of the wonderful results that wait upon the coming of the bright sunshine of a fuller knowledge of costs and accounting that is rapidly spreading from the Atlantic to the Pacific, and from the Gulf of Mexico to the northern outposts of Canada, a knowledge that spells much for the future of the printing industry.

Such is the spirit and teachings of Ben Franklinism, such is its duty to the printers of this broad land. And in return, what are we—you and I—doing to advance this campaign for better conditions? There is only one way to improve our industry, and that is by education and loyalty to one another.

You have an influence, and unconsciously you are using it for or against a betterment of printing conditions. It makes no difference whether you are a member of the Ben Franklin Club or not, you are exercising that influence over every competitor with whom you come in contact.

And what does the day tell you, brother? Are you making the progress you have the right to expect? Have you during all these long, hard years of striving, in the heat and glare of competition, earned a sufficiency so that you do not have to worry any longer?

Have you yet arrived or are you still toiling along, the rough roadway with an Oregon boot of lack-of-system fastened to your business foot, and are you wearing away the best years of your life with no hope of reaching the goal of success at the top of the hill that should be just ahead of you?

And as the great philosopher pointed out the causes of disaster and the methods to be used to avoid them, so the Ben Franklin Club of America, through its local branches, is sending out its message of helpfulness to every part of the country, and to every printer, whoever and wherever he may be, that a new and brighter day is dawning.

That the old deplorable condition of lack of knowledge is giving way to a new order of things; that there is encouragement, help and assistance to be had for the asking; that no printer need continue longer without this help, and that he is your brother and my brother in all that that term implies.

And this spirit of brotherhood; this spirit of helpfulness; this spirit of Ben Franklinism is gradually wearing away the indifference and carelessness that has existed in the minds of printers, who could not be brought to a realizing sense of the advantages of a greater knowledge of the fundamentals of the business in which they are engaged.

Every day's new sun shines upon a wider range of effort, and every day a greater number of printers are permitting the light from a cost system to cast its rays into the dark corners of their business, dragging forth conditions they did not think would or could exist in a plant where they believed they knew every pulse-beat, and where every thought was but a reflex of their own.

And while the progress may seem slow; while at times the effort may not seem worth the while; while the discouragements may seem to loom larger than the encouragements; while under the stress of business competition the educational work that has been done may seem to have gone for naught; while at times we may even begin to lose faith a little in the great cause in which we are engaged.

Still at the test, every stroke of the hammer of education and brotherhood upon the anvil of the heart of printerdom will ring true, and every day will see the forging of another link in the chain that will bind the printers of America in closer bonds of fellowship and mutual appreciation.

So let us take new courage; let us gather new zeal in this magnificent convention in this beautiful city of Cleveland, this city of progress beside the inland sea. Get in closer touch with the brother at your right and left; give him the hand of fellowship, and pledge to him and to this convention, and to the cause of Ben Franklinism that when you return to your home city you will carry this message of progress and hopefulness; this message of courage and helpfulness; this message of brotherhood and co-operation that will benefit you and every printer with whom you come in contact.

This convention is but the dynamo—the energizing influence to fill you with the power to make your business greater and more prosperous—the power to convey to others the secret of success that is in the air—the power to separate the grain from the chaff and the gold from the dross—the power that is within yourself and cannot be taken away, because it is based on the foundation of all truth, the power of knowledge.

And let us this day renew our allegiance to this cause of Ben Franklinism, and the big men who have brought this power for good into being.

Let us this day pledge not only to give them encouragement, but let us go farther with something substantial, and pledge of our money as well.

It required great courage to stand behind a national movement of this magnitude, and all honor, I say, to President Hartman and Treasurer Deacon for their wisdom, their courage and their loyalty.

We have made a most excellent beginning, but the coming year will demand greater sacrifice and a richer treasury if we are to keep faith with our ideals.

I would like to see pledged this day $6,000 for the work of the coming twelve months. If every man here would go down into his pocket right now we could double that amount. Individually the amount needed would be small, but collectively it would make a mighty force for good in the advancement of the principles for which we stand.

The future of this movement is in your hands, and upon you rests the power of its success. And as surely as the sun rises in the east and sends its life-giving rays throughout the land, from the Atlantic to the Pacific, just so surely will

this great spirit of Ben Franklinism send its rays of sunshine and prosperity into every city and hamlet, and every printer will rise up in thankfulness for the influence that has given him the power to have $2 where none was ever known before.

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"A Message From the Southwest"

G. M. Booth, Wichita, Kansas.

The condition of the printing business in Kansas and the Southwest has greatly improved during the past year, not from the standpoint of volume but through the study and agitation of cost accounting.

The above statement can best be illustrated by the reports from supply houses, whose records are a true barometer of the general condition of the printing industry, and they furnish the most convincing argument for the conversion of the skeptic and man-fur-ninst.

Up to three years ago the industry in the Southwest was made up of innumerable small shops, whose principal book account was, bills payable, and whose principal asset was a small equity in a worn-out plant and a large amount of elusive *good will;* dreaming of the profits to come and burning the candle at both ends, working sixteen hours a day and seven days a week to keep the wolf from the door and creditors from foreclosing. The printer of the past had little to look forward to.

The above is history with which you are all familiar, but see the picture as painted by the records of the supply houses of today, with fully one-third of the printing plants out of debt, and many discounting their bills. We must realize that some mysterious force has been at work to bring about such a condition in so short a time. It appears still more strange when we realize that but a small per cent of the offices are able to fill out Form 9H. We hesitate to try to paint the picture of the printers of the future, when the cost system is the universal basis of prices on all printing.

It has been my privilege, as president of the S. W. P. C. C., during the past two years, to visit more than two hundred printing offices in the Southwest. Almost without exception the craft were interested and anxious to know about the workings of the system, but skeptical because they knew they could not ask higher prices for their work and stay in business. They also felt sure that their costs could not be so high, as they done all the work in the family, or by cheap help learning the trade, anyway they could never work with their competitor; he was such a rascal and could never be trusted, in fact, they were not on speaking terms. In many places we brought these competitors together and often by giving them examples and asking a few questions, easily removed this feeling of distrust, and from the letters we have received, much has been accomplished toward the organization and study of cost accounting, by the country printer. The principal results so far obtained, are *Confidence.* Confidence, the backbone of all success. Confidence in ourselves, confidence in our competitor, confidence in *us* by our customers, confidence in *us* by the supply man, confidence in *us* by the banker. This can only spell S-U-C-C-E-S-S for the printer who will grasp the opportunity and honestly put in operation a cost system in his plant.

Organization has much to do with the crowning success of the cost movement, for only through a united effort can trade abuses and conditions be made what they should be. To illustrate this, let me cite conditions in Wichita, Kansas, the speaker's home town. Through organization we have made closest friends of all competitors, willing at all times to help each other in every way possible, even to estimating work for each other and proving each other's cost records. In fact, we are more like one family than competitors. We have practically stopped the sale of paper stock direct to consumers. We are agitating the question of a discount to the printer of at least 25% on all art work, etchings, halftones and electros from the engraving houses. We have given the widest publicity of cost of production to the public, and have met only words of commendation from our customers. In fact, more than 75% of the printing business done in Wichita is strictly on a cost basis.

The work of the S. W. P. C. C. has done much to enlighten the printers of the Southwest. The first meeting was held at Wichita, Kansas, Sept. 18 and 19, 1910, with more than two hundred delegates in attendance, at which time a permanent organization was effected, and Oklahoma City named as the second convention city, which met on Nov. 10 and 11, 1911, at which meeting about one hundred and fifty delegates attended. While the attendance was somewhat disappointing it was more than offset by the enthusiasm shown. Muskogee, Oklahoma, was named as the next meeting place and the dates set for Nov. 8 and 9, 1912. This meeting promises to eclipse all others of the Southwest, and Muskogee is making elaborate preparations to entertain this convention, to which a cordial invitation is extended to all printerdom, no matter where he hangs his hat.

To show the interest being taken and how far reaching its effect, I quote from a few letters recently received.

Amarillo, Texas, Jan. 11, 1912.—"We shall arrange to have the employing printers meet with you and we shall certainly wish you to visit us as much as possible. We have no organization here, but would like to have one."

Cheney, Kansas, Jan. 13, 1912.—"We are greatly elated over what the partial cost system we have established in the office has meant to us. We do not as yet know our actual costs, but we have taken the rates as established in the larger offices, $1.25 for composition and 80 cents for job press. We also find that the greater part of our time is non-chargeable. It surprised us. The whole system is going into the Cheney Sentinel office."

Another writes: "We hope that you are planning on sending your strongest cost man to the State Editorial Association at Lawrence next month. It might mean a great deal."

Why, by another printer: "Why don't you job printers begin to work on the country newspapers? If there is any branch of the printing business that cuts prices and is willing to accept almost anything they can get for their work, it is the country newspaper plant. I have had the opportunity to visit several offices in different parts of the state in the last few weeks and some of the prices I found jarred even me. In one place I found a plant turning out sale bills for $2.25 for three hundred, using the W. N. U. printed stock, which cost him over $1.10. I figure that I make very little when I get $5.00 for the same job. I may be wrong, but something must be wrong or prices would not vary like that."

Here is an example of the working of the cost system in a small country town: "The other day the cashier of one of our banks came in and asked for our price on 5,000 letter heads, printed on linen paper. We estimated it, and what a face the gentleman made! Of course, he told us what it had cost him before, what a Wichita concern charged. He started to leave when the happy thought came to me, and I showed him how we would keep the time on the job, showed my books, told him just what we would receive an hour, showed him how one hour was chargeable and another non-chargeable. I didn't forget to tell him that we would add 25% profit. The proposition appealed to him, and we GOT THE JOB. We'll make money on that job."

I am glad to say that the job referred to was done in Wichita before the cost system struck our town.

Listen to what another small country shop says: "We have raised prices on several jobs and showed why we did it and have not lost a job yet. That's why we think we want more of the system. If a part is good, the whole is better."

Hutchinson, Kansas, May 11, 1912.—"The employing printers of Hutchinson held a meeting last evening at which time the writer was instructed to correspond with you in regard to giving us some cost system dope while in Hutchinson on the booster trip. We have had a great deal of trouble in getting organized and have just barely taken the first steps."

The Wichita Ben Franklin Club will visit Hutchinson in a body in the near future for a district convention.

Bismark, S. D., March 14, 1912.—"I have been examining into matters pertaining to cost systems in the printing business for quite awhile, but have not found that which is satisfactory. Will you please grant me what information you can as per the enclosed letter?"

Another town writes: "We have at last succeeded in seeing all of the printers, and they will meet with the Wichita printers, as you suggested, at any date."

The above are fair examples of the daily correspondence which come to us from the most unlooked for places, and

which go to show that the work of the Southwest Cost Congress is bringing most gratifying results. The plants operating under cost systems have so specialized and equipped themselves that they can now profitably handle everything wanted by their customers, and with the friendly relations established with large trade centers through affiliation with printers' clubs, we are not now compelled to face the "price cutting fiend" and work is no longer done for fun, and the printing business is rapidly approaching its rightful position as the sixth largest manufacturing industry in the world.

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What the Ben Franklin Movement Has Done for the Binders

By Henry Tentschert, St. Louis.

Mr. Chairman and Gentlemen:—

My subject today is what the Ben Franklin Club has done for The Master Book Binders' Association, and vice versa.

As president of our Master Book Binders' Association in St. Louis, it gives me great pleasure to be called upon by your national body to talk along the lines above mentioned.

Last October we decided to affiliate with the Ben Franklin Club of St. Louis. Our club having only a membership, we could not afford to furnish a room for meeting and committee work, neither could we employ a secretary. By affiliating and paying a small monthly due, we get the use of the club rooms, and the assistance of the secretary, both of which have been of great value to us. The Ben Franklin Club maintains a Credit and Collection Bureau, of which we have the use and benefits.

By the assistance of the Ben Franklin Club we have been able to make considerable headway. Our greatest work has been the establishing of successful cost systems, and we find the cost work established to be the foundation of our success, and the foundation upon which every successful business must be builded. I would like to enumerate a few of the values of cost finding to us:

First: It has created in us a confidence in our ability to conduct a profitable business, and it has created in our customers a confidence in our business ability.

Second: It forms a basis for a confidential relation between ourselves and our banker, the man we should look to for credit, instead of the supply house.

Third: It has taught us the exact cost of every job, which we believe is necessary to the success of our business.

Fourth: Its knowledge forms the foundation upon which a profit can be builded.

Fifth: It is the only means of arriving at an accurate inventory for making up a financial statement. Work in process forms considerable item of one's inventory, and no correct financial statement can be taken without the unit of cost.

Last: For readjusting fire loss, nothing is so valuable as a cost system. It will enable you to establish a claim for the full amount of the work in progress. Insurance companies will respect your claim and pay you dollar for dollar. Without a cost system your claim will be disputed, and will be lucky if you collect 25 cents on the dollar.

In St. Louis we found our greatest trouble was the job work we had been doing from year to year at a certain fixed price, securing these jobs on an open bid, same price every year. Having no cost system, we assumed we were still making money on the work at the original cost price, not considering the advance each year of the price of raw material, as well as labor. Nothing could show us this but the keeping of an accurate cost system, which we finally adopted, and consequently raised prices on this class of work 25 to 33⅓%, and you know what this means—trouble with many old customers, and even the loss of their work in some cases; but having our organization so well in hand, establishing a uniform cost system among ourselves, we soon regained the confidence of our customers and a resumption of their former business.

This goes to show, gentlemen, that if we had begun this good work ten years ago, keeping a proper system, increasing our prices each year, as the cost of material and labor increased, this trouble with our customers would have been avoided, as a slight increase each year would not have caused dissatisfaction.

Let us be optimistic. Think success and talk success, but above all, honestly work for success; keep our employes imbued with the idea that we are on the road to success; install an accurate cost system; know our cost, and sell at a fair profit.

PRICE LIST ISSUED WHEN COSTS WERE DETERMINED.

The Master Book Binders' Association of St. Louis issued a price list about a year ago. Before this price list was issued we were getting 33⅓% less than this book calls for today; and not only that, but everybody has his own ideas as to prices. For instance, ⅛ page, *no cover*, the price was 75 cents per thousand; today it is $1.10 per thousand, and in our next price list, which our organization has had a committee appointed to work out and revise, they decided to raise prices again 10 to 15 per cent, which will show you that we are ready to stick together in St. Louis. We can get the right prices if we only have backbone enough to ask them. You will see from the above that within three years we have raised our prices nearly 50% and we will claim they are still *too cheap*.

HARMONY AMONG THE TRADE.

Now, gentlemen, another thing prevails in our club, and that is harmony among the different concerns doing the same kind of work. At first there was considerable discord and wrangling, which is gradually disappearing, and we now have a full attendance at our monthly meetings, with almost perfect harmony, and with a dinner quarterly, to which we invite some outsider to make an interesting talk, so that we feel we are making progress in the right direction.

Another thing, gentlemen, which I, as president of our club, cannot overlook, and that is the cutting of prices, which still exists among some of our members, I regret to say. They seem to have formed the habit, and like all bad habits, they are easier formed than gotten rid of. However, I hope to see such improvement in this direction within a short period, and I am sure the next few years of this good work will bring about a great moral as well as financial benefit to our clan keeping a close watch of our cost system. Anyone can make an estimate, but it takes a cost system to tell us what this estimate has done for us, after the job is completed, and then the price cutting will stop—no sooner.

SALESMANSHIP.

Now let us give a few minutes to the matter of salesmanship. Many firms have men on the street looking up business, with the privilege of making estimates at any time and in any place. Nine times out of ten these estimates are made too cheap, or, even if they are about correct, the job is offered at a lower figure. The customer represents that some competitor has made this price, and the salesman taking his word for it, accepts the work at a loss to his house, besides forming the habit of taking work at two or three different prices.

We have adopted the rule of one price, conscientiously made, and we stand by it. When our customers know this is our rule, they realize it is useless to ask for reductions, either from the house or from salesmen. This plan is the only road to success. Let the salesman talk *quality*—a good word to use; together, of course, with his ideas as to how the job should be gotten out, etc. This is the salesman's full duty. Let the officers of the company make the prices, which avoids complications, mistakes and losses to the house.

NATIONAL ORGANIZATION.

Now, gentlemen, the time is at hand for the binders to get together and organize a national body, same as the printers have done, adopting one name, and having only members who do trade binding and ruling. This should be accomplished through the National Ben Franklin Club by ascertaining what cities have a Binders' Association, affiliating them with the local Ben Franklin Club in these respective cities, holding separate meetings, having the local Ben Franklin Club secretary attend these meetings, which system has been in vogue in St. Louis for nearly one year, and works out very well.

As president of the Master Book Binders' Association in St. Louis, I was called upon to make a talk along the above lines to the Chicago Binders and Rulers, on May 14, 1912. I understand that much good has resulted from this talk, that

they had a committee appointed to wait on Mr. Hartman, president of the national body, and I hope by this time they have been successful in affiliating that club with the Ben Franklin body.

I believe by working out this problem that it would give the Ben Franklin Club of America at least five hundred new members in less than three months time, which would be a fine proposition for printers and binders, and at the same time assist the Ben Franklin Club of America. So I hope before your meeting closes that your body will take some action in the matter.

Don't let us get like the Irishman who was so positive he did not care for celery. His host said, "Oh, come on, it is very delicious, and I am sure you will like it." "No, sir," said Pat, "none for me, plaze; if I ate it, I'd loike it, and I hate the dang stuff."

Now, let's eat the celery, then roll up our sleeves and see whether a national organization of the binders and rulers would not be the very best thing that could be suggested. The printers have one, which we all attend each year, and which always proves a success; why not the binders and rulers? It is not too late; you may count St. Louis in for one city, and no doubt Chicago would be another, and by reaching out to a few more, we could have eight or ten cities represented when the call came, by affiliating with the Ben Franklin Club.

ABOUT HOUR COSTS IN THE BINDERY.

One other little matter which I would like to bring before you. The Ben Franklin Club of St. Louis issued a call to all binderies to establish an hour cost for bindery work, which would help the trade binders to bill out work when a certain part of the work is done by one house and not finished, similar to the printers' bill for composition by the hour. This, no doubt, will be a great help to all. For example:

Bindery.

		Fold. Mach.				Bind.
	Rul'g	Hand	Auto.	Hand Work.		Mach.
$1.00	....	$1.50	....	....	$0.40	$0.65
.80	1.33	....	1.30	....	.35	....
Cutter.	Mach.	Fed.	Fed.	Men.	Girls.	Girls.
1.09	1.14	1.46	....	1.01	.37	.37
1.93	....	....	....	....	.36	....
1.53	....	....	....	....	....	....
1.01	....	....	....	....	.42	.66
1.00	....	....	....	....	....	....
1.54	1.41	....	3.16	1.09	.62	.75
1.10	....	1.50	1.75	1.00	.60	.75
1.11	1.21	1.05	1.16	.87	.56	.85
1.03	....	1.02	....	....	.32	.62
1.03	....	....	....	....	....	....
.90	....	1.15	....	....	.40	.90
$1.16	$1.27	$1.28	$1.84	$0.99	$0.44	$0.69

AVERAGE.

These prices were given in the Ben Franklin Monthly of St. Louis in April, 1912, and our concern was one that handed in its hour cost, therefore I do not hesitate to call attention to the fact, as it was a true cost taken from our cost system, kept from time to time.

Now, one thing more I want to say before closing, and that is, we have in St. Louis a Ben Franklin Club, and the president of this club is one whom we are all proud of—Mr. R. T. Deacon. He never tires of his good work to help his local club, spending his time and money to better trade conditions whenever called upon; and he also deserves the credit for the Master Book Binders' Association affiliating with the St. Louis Ben Franklin Club.

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Wisconsin Press Association

The annual meeting of the Wisconsin Press Association will be held in the club room of the Hotel Pfister at Milwaukee on August 5 and 6, 1912. This is in response to an invitation extended jointly by the Milwaukee Publishers' Association, the Milwaukee Merchants' and Manufacturers' Association and the Citizens' Business League. These organizations represent all phases of Milwaukee's business and social life. The mayor of Milwaukee will extend the freedom of the city in person at the opening session. Members of the publishers' association will give a dinner to members of our association at the Hotel Pfister on the evening of the sixth. The Automobile Dealers' Association has promised a "joy ride" about the city on the afternoon of the sixth. It is intimated that other pleasant surprises are in store for those who attend the meetings.

Engraved invitations will be issued to members of the association to attend the dinner at the Pfister as guests of the Milwaukee publishers. This dinner will be a rare treat, for the projectors have arranged that the after dinner speakers will include such people as Governor McGovern, ex-Governors Peck and Hoard, James G. Monahan, Emil Baensch and Senator LaFollette. It is expected that journalists and newspaper men of nation-wide prominence will be in attendance.

The management of the Hotel Pfister will make special concessions in rates to members of the association and their families. Headquarters will be established at the Pfister club rooms at ten o'clock, Monday, August 5. Members should call there during the morning, register

Representatives of the Miehle Printing Press and Manufacturing Co.

and receive from the Milwaukee Publishers' Association a beautiful souvenir badge which is being prepared especially for this occasion.

The opening session will be called to order at two o'clock on Monday afternoon and the sessions will continue through the following day. A program of interest is being prepared. It will be devoted to the discussion of such live topics as "Political Advertising," "The Press Agent," "The Cost System," and kindred subjects. But it is the purpose not to make the program burdensome but to give as much emphasis as is possible to the social and fraternal features to the end of promoting better acquaintance and greater unity of feeling among members of the state press.

W. H. Bridgman, editor of the Stanley Republican, is president, and is to be congratulated on the splendid arrangements made for this convention. Milwaukee is a splendid place to meet in August or at any other time. Every Wisconsin editor should attend.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

TO DISCUSS the ideal home newspaper in all of the several departments of its making would be a colossal task. It is not my intention to do that here, although, during the twelve or more years in which I have enjoyed connection with this department of the National Printer-Journalist, I have, from time to time, written upon the subject of perfection of nearly all the branches of the calling. Like all idealism, the story cannot be too often told. The standards in actual practice will rise slowly enough at best.

I have never been accused of pessimism, and it is with no such feeling that I am moved to remark it as my opinion, based upon the critical examination of many American newspapers, that there is a wide opportunity for improvement editorially in the average home newspaper. I use the term here with a broad sense, meaning to include the literary composition not only of the editorials proper, but of the feature stories and news paragraphs as well.

There are several causes to which the inferiority of this feature of the profession can be truly attributed, but one of the chief reasons, I believe, for low grade editorial work, is that too many men are in the business with no natural aptitude for enthusiastic inclination for the work. Another disqualification, not infrequently met, is pure ignorance, and, less frequently, it is genuine illiteracy. There are many unschooled minds, however, that despite the lack of book instruction, can write up a pretty creditable newspaper article, because they have the inherent gift; just as there are hundreds of scholars who cannot even write a clever two-line local, simply because their talents lie in another direction. Little red school houses are built for the mass of the earth's inhabitants; the few who are brainy can get along very well without education

Another common cause of low editorial standards is downright laziness. The editors of home weeklies, especially, get into a rut. They get to thinking too often that any old thing is good enough. There is the prevalent absence of interest and appreciation on the part of the average urban or rural reader, which has the natural tendency to inculcate or drive an editor into such a state; but every real newspaper-maker should fight manfully against the error of falling into this sad plight. He should first become charged with enthusiasm in his vocation, keeping constantly before his mind's eye, as a motto: "Nothing is too good for my readers." Enjoy life, by all means, take what pleasure and recreation you can, but first give your attention to the well doing of your work.

Remember, too, that it requires no brains to write: "James Smith transacted business in the city Saturday." Learn to look deeper than the mere incident for something in or about Jim that is of human interest, and, after you have found that wonderful spark of interest, merely use the late visit to the home town as an excuse or vehicle on which to bring it out for public perusal.

As a result invariably, you will have made out of Jim Smith an everlasting friend and supporter, and his following will become your following, also; at the same time you will be making a newspaper which every week is replete with the very sort of stuff the average mortal likes to read.

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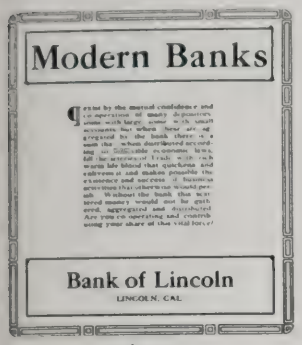
If all displayed advertisements were so artistically treated as those in the News-Messenger, of Lincoln, Cal., the practice of running them on the

GROCERIES
THAT'S ALL!
THAT IS WHY WE excel all others. We are making a specialty of Staple and Fancy Groceries. Our goods are always fresh and our prices are consistent. If it is in The Market anywhere we have it. Tell us what you want. Freshest Fruits and the Freshest Vegetables, etc
VOGT & BROWN
The Premier Grocers

No. 1

front page, as the Messenger unfortunately does, would cease to call forth so much deploration from me and other cranks on the subject. This News-Messenger is a paper out of the ordinary. It is beau-

tifully impressed, eight-pages-all-home-print, and, as intimated, very cleverly done typographically. Every feature is fresh and inviting. The editorial style is charming. Every item breathes interest and wit. Over the title, in a neat bordered box, is this bit of wisdom: "The mission of a newspaper is to print the essential truth; not all the truth. Some of it is not fit to print. Accounts of crime, scandal, and tragedy are not necessary to the welfare of humanity. This paper aims to publish the goods news, to be worthy of entrance into your



No. 2

Buggy Talk
What we save you on a buggy (or any other vehicle) will go a long way toward a new harness. Come in and get our figures. Price speaks louder than promises. If we cannot please you go where you please, but for your pocketbook's sake give us first whack
Open Buggies - $45 and up
Top Buggies - $57 and up
Wagons - - $65 and up
Surreys - - $100 and up
100 Styles To Select From
BOWMAN'S
Factory 1221 Eye St.
Sales Room 721 J St.

No. 3

home and be read by all your family." There's an excellent thought for the consideration of newspaper-makers—a sentiment worthy to be hoisted over the mast-head of every American newspaper. Frank L. Sanders is the publisher of this bright paper, from which I take a number of ads for reproduction herewith. (Exhibits 1, 2 and 3.) One of these specimens is somewhat "fancy," but in the main they are all neat and tasty.

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I do not remember an anniversary edition of any newspaper that more thoroughly claimed my interest than the "Silver Anniversary Edition" of the Garland (Texas) News, which was published last April 5. It was the silver anniversary of the paper's foundation in 1887 by John H. Cullom. It was made up in tabloid form, pages 9x12 inches. The early history of the News is rehearsed by Former-editor Cullom, in a story that held me interested from start to finish. Besides this there are a great many other historical stories and reminiscences from the pens of pioneers of the country. The present publisher also adds a modest word or two and shows a picture of himself and "why he works," the apparent reason being a wife and three children—which is reason enough (I know by experience). The first home of the News is also illustrated as well as the paper's present home, and the contrast between the two is gratifying. In summing up, Editor Holford gives some interesting figures concerning the cost of this special edition. More than 2,000 pounds of paper were used, costing $140. Cost of cuts aggregated $275. Twenty dollars worth of ink was used, and with other incidentals the total cost of the edition ran up to $650. Thus each reader will get some idea of the extent and elaborateness of this effort. One thing Brother Holford says, in the course of adding his "personal word," that strikes a sympathetic chord in my own breast, is this: "The News isn't run purely as a money-maker. I take pride in giving patrons all they are entitled to for the money they pay me, and frequently—as in this instance—making the expense account overbalance the income. But, on the average, the News has been a success financially." Papers run on such principles are generally a success financially.

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The next reproduction in this month's installment will serve a double purpose: First, it will show that The Canova (S. D.) Herald installed a junior linotype last February, and second, it will exemplify the neatness and good taste worked into

No. 4

the making up of the front page of this interesting paper of Dean C. Trippler's. Both features brought out by this Exhibit 4 call for congratulations which I freely give.

✣ ✣ ✣

I think I have had occasion before to offer just praise for the American Press Association's handsome Easter cover for this year's use. Two papers are before me, each of which was inclosed in this attractive dress in commemoration of the important Christian day. They are, the Baker (Mont.) Sentinel, a very bright and creditable six-column quarto, and the Berrien County (Eau Claire, Mich.) Journal, also of the popular six-column variety, but

which issued four extra pages in this Easter special. The former sheet is remarkable for its clean front page, excellent and abundant contents, and its many

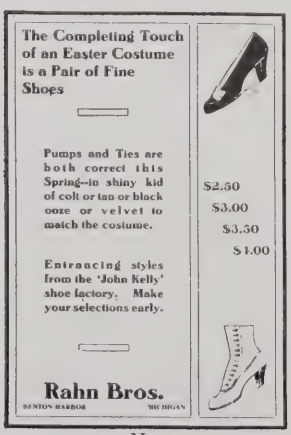
Easter Millinery
I have just placed on display my new stock of
Spring Hats
in all the Latest Patterns
You are invited to call and examine this new line. I have a fine line of
Ribbons for the Easter Sale
that you will want to see
MRS. WALT SCOTT

No. 5

well-set ads. The latter sheet has all of the excellent features mentioned in the first specimen, and something more. It is all home printed with an array of advertising that would put many a sheet

No. 6

from a larger city to shame, both in the number of ads and the style of composition. The Sentinel carries a good lot of reading matter, as said, including a number of creditable news-letters from cor-


The Completing Touch of an Easter Costume is a Pair of Fine Shoes
Pumps and Ties are both correct this Spring—in shiny kid of colt or tan or black ooze or velvet to match the costume.
Entrancing styles from the 'John Kelly' shoe factory. Make your selections early.
$2.50
$3.00
$3.50
$4.00
Rahn Bros.
BENTON HARBOR MICHIGAN

No. 7

FARMERS
Attention
It is time to spray and I have just received a carload of
REX SPRAY MATERIAL
Call and get prices before buying
G. S. La More
Bell Phone
Eau Claire

No. 8

respondents. The editorial work is well done, but in writing the stair-step heads, the two respective lines are not properly measured to look well. In the Journal, I find the highest class of editorial work. The news stories are many and told in a style intended to interest the greatest number. The attractive way in which the news is presented in this paper, in fact, deserves my heartiest commendation. Both of the papers receiving attention in this paragraph are fortunate in emanating from shops in which the typographical equipment is modern, and the ad-men are handling them well. The first

No. 9

exhibit, No. 5, is one of the Sentinel's simple, but pleasing ads, while Exhibit No. 6 is a half-page ad from the Journal—an excellent specimen of up-to-date advertisement composition. Other excellent specimens from a later edition of the Journal are shown in Exhibits 7, 8 and 9.

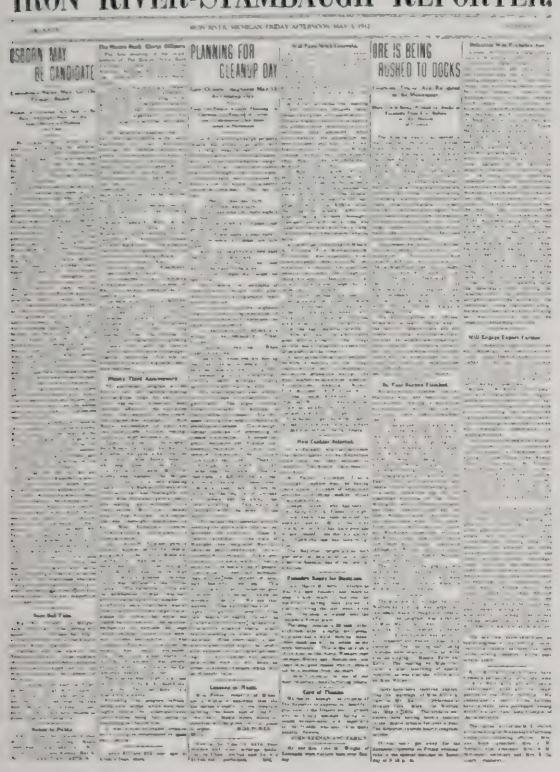
✣ ✣ ✣

The printer who got Barnhart Brothers & Spindler's booklet, showing their popular Adstyle and Authors Roman faces, and looked it through without a feeling of professional enthusiasm, is not worthy to print. I looked mine through with many a spasm of joy and admiration. The booklet is a veritable study in exquisite tints and fine typographical effects. The faces shown have been put to the highest test in this work. The Authors Roman (normal) and its cousin in Italic are especially pleasing to me. It makes a particularly fine letter for book work.

✣ ✣ ✣

Certainly for a bright, newsy, high class paper, the Iron River-Stambaugh Reporter of Iron River,

Mich., has few equals. The fine, clean, attractive front page is shown in Exhibit 10. The news stories are ably handled, and, as can be seen even in this miniature reproduction, the typography is very pleasing. Besides an abundance of news, the paper carries a creditable department of editorials, all of which, as intimated, are high grade in subject and literary style. The advertising patronage accorded


IRON RIVER-STAMBAUGH REPORTER.

OSBORN MAY BE CANDIDATE

PLANNING FOR CLEANUP DAY

ORE IS BEING RUSHED TO DOCKS

No. 10

this sheet is liberal and the treatment given the displayed columns by the ad-man is simple but effective.

✣ ✣ ✣

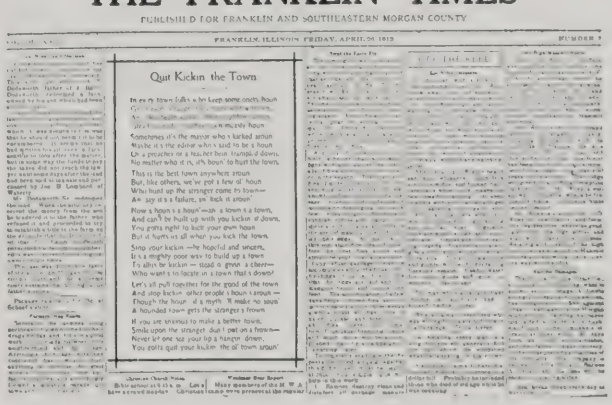
W. M. Kommerstad is now (or was last May) editor and manager of a pretty creditable little six-column folio at Albany, Minn., called the Albany Enterprise. It is an all-home-printed sheet, and the way Brother Kommerstad gets it up isn't so bad. He takes an interest in his work, else I miss my guess, and has some knack in writing a feature story. One in this paper is rather amusing and in itself commendable. The regular news features are nicely handled, and the field well covered. The practice of printing correspondence from the surrounding local communities is a good one. I admire the fine balance achieved in the mechanical makeup of the first page, but deplore the appearance of the three displayed ads, for which it seems to me there was ample room on the interior pages.

✣ ✣ ✣

A fine, clean, forceful editorial writer is George M. Allen, editor and manager of the Review, Toppenish, Wash., copy of which lies before me. It is an all-home-printed six-column quarto, on a high-grade white stock, which gives the pressman an opportunity to make a showing, which he nicely improves. The Review is strong on illustrations, always a commendable feature, which gives it a live, enticing aspect. The news features are handled in good shape and headed up to attract the reader's eye and interest. Last May, when this copy of the Review was printed, the office was conducting a piano subscription contest, which was a good thing, provided the publisher was the proprietor of the project. It doesn't pay to put on a contest of this kind and give a big per cent of the income from it to some concern that furnishes the cheap prizes and puts up the plan of action. Of course, they generally do all they agree to do, but that usually ends up with "doing" the unfortunate publisher as well. The ads in this paper are well composed.

✣ ✣ ✣

I have here another copy of W. N. Luttrell's handsome paper, the Times, of Franklin, Ill. The upper portion of the front page is shown in Exhibit No. 11 and will go far toward substantiating my claim of its perfection. The little letter used


THE FRANKLIN TIMES

PUBLISHED FOR FRANKLIN AND SOUTHEASTERN MORGAN COUNTY

Quit Kickin the Town

No. 11

for head purposes in this sheet is particularly to my liking and nearly everything else in its making pleases me. The Times gets the news, too, and is apparently short on nothing that goes to make a successful weekly.

✣ ✣ ✣

Fred F. Flatt, that brother of the quill from whom I hear regularly, first from one quarter and then from another, is now editing The Thurman (Iowa) Weekly Times, a five-column quarto, half of which is ready-printed. It is a newsy little paper, with each little story headed up in an attractive manner, but some of these heads are bad. For instance, that one, "Gets His Leg Broke," is ungrammatical. Or that one, "Another Boy Is Pinched." That sounds rather coarse to me. Certainly there are times when a slang phrase can be worked into newspaper work, and it sounds all

right, in fact, even the greatest of newspaper writers, I dare say, use it occasionally; but I discriminate, especially when it comes to headings. Brother Flatt seems, however, to be making good in his efforts to give the folks of Thurman a newsy little paper, and the way the business places are responding with support is commendable and gratifying.

✣ ✣ ✣

In practically every respect a very good paper is what Cottage Grove, Ore., has in its Sentinel, published by Bede & Grant, with Elbert Bede as editor. The attractive manner in which the news stories are

The Cottage Grove Sentinel

COTTAGE GROVE, OREGON THURSDAY, APRIL 6, 1912

April Fool Joke; Death

Unique Experiment Farm

EIGHT ACRES BRING $10,000 CASH

DOLLAR COMES BACK THROUGH AD.

SOME COLONISTS ARE ARRIVING

WILL ISSUE BOOSTER MAGAZINE

NOT MUCH INTEREST IN BANK

TO ORGANIZE TAFT CLUB MONDAY

EXPLAIN DAMROSE DEATH

INSTITUTE FOR THE GROVE

IT MIGHT HAVE BEEN SERIOUS

The WORLD'S MOST PERFECT EAR of CORN

SAYS GROVE ROADS NOT SO BAD

No. 12a

featured up on the front page of this publication is accurately shown by the reproduction herewith (Exhibit No. 12A). The fine balance and artistic

YOU CAN'T DISCOVER THE SOUTH POLE
—but it's easy to find where to buy good, dependable clothing at lowest prices. Our Big Sale grows in interest each day. Number yourself with the large crowds that visit this store each day. A saving from one-fourth to one-half on new spring merchandise during this Mighty Money-Saving Sale. Come!
Men's Suits
Space permits quoting only a few of the many bargains we are offering during this sale.
$12.50 Suits now..... $ 7.45
15.00 Suits now..... 9.95
17.50 Suits now..... 12.45
20.00 Suits now..... 14.95
25.00 Suits now..... 19.85
30.00 Suits now..... 24.45
Big Special Sale
Our New York buyer recently made a huge purchase for us at Sacrificed Prices, consisting largely of Ladies', Men's and Boys' Suits, which have arrived and are placed on sale at from one-fourth to one-half less than regular value. 300 Boys' Suits arrived last Saturday, bought at a job price. From $1.95 to $7.45. Any kind of a suit you want for the boy. Come!
Ladies' Suits
Don't miss this sale! Ladies' new Spring coats and dresses sacrificed
$15.00 Grade now..... $ 9.95
17.50 Grade now..... 12.45
20.00 Grade now..... 14.95
25.00 and 30.00 Grade now..... 19.85
These are made of Serge diagonal weaves and all fancy mixtures in the newest Spring Models.
Wholesale and Retail Dodge Department Store 8th & Olive Sts. EUGENE, ORE.
THE STORE THAT KEEPS PRICES DOWN

No. 13

effect achieved in the mechanical makeup of this page is pleasing, indeed. No lower in standard is the editorial work in this sheet, the news and editorial paragraphs all being exceptionally well worded. Especially cultured and keen are the latter, all of which in the issue before me I perused, without feeling that I had wasted my time. This is an all-home-printed sheet, and well printed, too. The

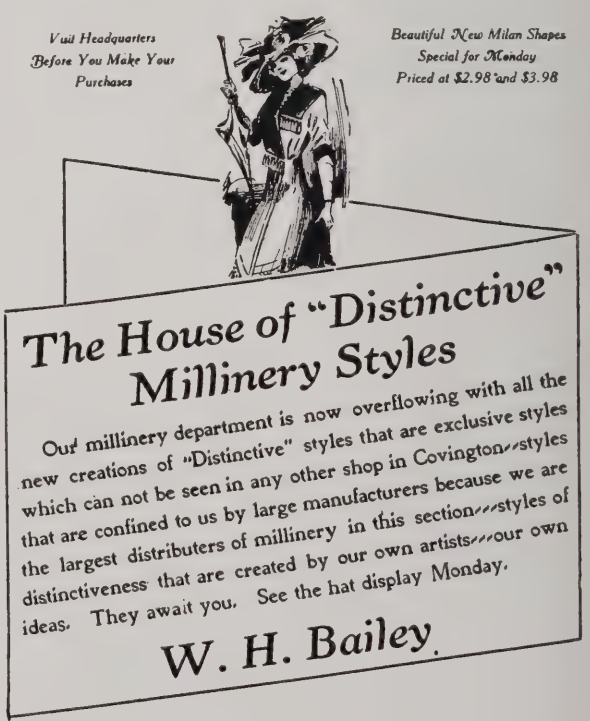
Dollars Saved Are Dollars Earned
The Purchasing Power of Your Dollar is What You Make It.
If we show you how you can get $2.00 actual value for only $1.00, it's your own fault if you don't take advantage of it. Are you content to pay regular price for your clothes when you can come here and make your dollars go twice as far?
Men's and Youths' All Wool Suits, Some Lined With Taffeta Silk, Others Mohair, Can Be Found Here in this Store at $15
The finest ready-for-service garments in the world—made to satisfy the most fastidious dresser—styles absolutely right—qualities the best—but come, and see for yourself. Investigate the remarkable values offered. Come, see, examine—see with your own eyes what high grade goods you can buy with a little money, while they last.
Hampton & Co.
THE STORE THAT SATISFIES

No. 14

advertisement composition is just as good, if not a wee bit better, than the other commendable features mentioned. Exhibits 13 and 14 are examples.

✣ ✣ ✣

Exhibit No. 15 is another one of Tom McGregor's novel specimens. Mr. McGregor, it will be remembered, is that ad-genius who holds forth at


Visit Headquarters Before You Make Your Purchases
Beautiful New Milan Shapes Special for Monday Priced at $2.98 and $3.98
The House of "Distinctive" Millinery Styles
Our millinery department is now overflowing with all the new creations of "Distinctive" styles that are exclusive styles which can not be seen in any other shop in Covington—styles that are confined to us by large manufacturers because we are the largest distributers of millinery in this section—styles of distinctiveness that are created by our own artists—our own ideas. They await you. See the hat display Monday.
W. H. Bailey

No. 15

the office of the Covington (Tenn.) Leader. Just to demonstrate that Brother McGregor doesn't

always resort to the extraordinary when it comes to advertisement setting, I am also showing one of

Bailey's After-Easter Bargains
It is worth a trip to Covington just to take advantage of our After-Easter offerings. The Big Store is offering great values in every department. After the big Easter rush we find many odds and ends and broken lots that we are offering at greatly reduced prices. It will pay you to visit this store and inspect the big stock before you make your spring purchases. Our stores are brimful of new spring goods of every kind.
Men's Suits, Women's Suits and Hats, Millinery, New Matting
LOTS OF NEW SPRING SHOES.
SOME ASTONISHING HAT VALUES
$2. $2.50. $3. $3.50. $4. $5
$2.50. :: $3.50. :: $5. :: $7.50
Men's Shoes at $6, $3.50, $2.50
Men's Suits at $25, $20, $18, $15
Men's New Paragon Pants
HERE'S A SPECIAL FOR MONDAY
7½c
Shirts of Every Kind
Bailey's
COVINGTON, IND.
THE BIG STORE
NOVELTY DEPARTMENT SPECIAL —
$3.50 to $3 a Pair

No. 16

his saner examples, Exhibit 16. I consider this a strong ad and well treated throughout.

✣ ✣ ✣

In Exhibit No. 17 I show one of Brother John N. Huntz's latest ad creations. Can't say that I like it very much, the bursted appearance at the upper

United States Depository for Postal Savings
THIS BANK has been designated a depository for Postal Savings by the Treasurer of the United States. Moneys deposited with the postmaster are redeposited in THIS BANK by the government.
If this Bank is safe for Uncle Sam it is Safe for You
Open an account by depositing one dollar
The Commercial Bank
F. J. Egerer, President
Henry Paulsen, Vice-President
A. C. Kingston, Cashier
Chilton, Wisconsin
Directors:
F. J. Egerer, Henry Paulsen, Joseph Honert, W. J. Kroehnke, O. L. Dorschel, B. C. Hugo, A. J. Steffes

No. 17

left-hand and lower right-hand corners being to my eye undesirable. A much plainer, and likewise, saner, specimen from the same artist is shown as Exhibit No. 18. I would rather devote my space in this magazine to the showing of specimens like the last mentioned than those like the first specimen, because the latter cannot easily instill the right inspiration in young students of the calling who presumably seek these columns for instruction. Just so soon as a compositor branches off onto such tangents as the first exhibit illustrates, he's bound to

Special Easter Offering
in Men's and Young Men's Suits and Cravenettes
Come in and take a look at our
$10.00 and $12.00 Suits and Cravenettes
"Mora" Hats
Special attention is called to the excellent manner in which each suit is made—note the hand-made button holes, hand-felled collars, etc
You are overlooking a good thing if you miss seeing our line of suits
"Hansen's" Gloves for Men
Special value at $1.00
BECHLEM'S CLOTHING HOUSE
MAIN STREET CHILTON
Children's Little Top Coats
$2.50 to $7.00

No. 18

waste time that doesn't pay when the results are taken into account. It takes less time to make a simpler creation, and the simpler creation pays the better as an advertisement, every time.

✣ ✣ ✣

It is not often that I get a paper of four columns per page, but occasionally one comes along. Here is the Leader of Mahaska, Wash., published by O. F. Woods. The advertisement composition is pretty well done and the presswork is only fair; but the makeup is entirely wrong. With a nice, clean front page, filled with attractive local stories, all neatly headed, and the balance of the little paper made up with a view to correctness and beauty, what a delightful thing it could be! I notice a number of typographical errors and errors in spelling in this paper, denoting negligent proof-reading.

✣ ✣ ✣

The Evening Bulletin of Honolulu, T. H., has just finished a popularity voting contest for young women, which proved highly successful, and resulted in a large gain in circulation. An automobile was used as a capital prize, with trips to San Francisco, player-pianos, diamond rings, gold watches and island trips as the other prizes, and intense interest was shown by the people of the territory throughout the campaign. Many difficulties were encountered by candidates on the outside islands during their work, because of the wide extent of territory to cover, and the inadequacy of travel accommodations, but these were surmounted by the earnest workers, and the contest was easily the greatest and most interesting affair of its kind ever held in the territory of Hawaii.

BUSINESS NOTES

Dressed in the national colors—red, white and blue—the July issue of The Linotype Bulletin, the monthly house organ of the Mergenthaler Linotype Company, presents a unique and striking appearance, yet very attractive withal. The borders are made up of the stars and stripes the various dashes are composed of rows of cannon, clusters of stars or miniature cannon balls, while the initials are ornaments with outline stars. In addition there are borders cast from matrix slides showing white stars in a blue field, miniature flags, etc., so that as a whole it is an appropriately patriotic number for the Fourth of July.

The fact that all of this ornamental material, as well as the text matter, was produced on the linotype is a noteworthy feature, since it illustrates so admirably the diverse uses which can be made of the product of this extremely versatile machine.

As usual, the Bulletin consisted of sixteen pages of interesting matter pertaining to the linotype and its work, many of the articles being illustrated. That the edition was printed direct from linotype slugs goes without saying. The paper used is a highly coated enameled stock, the half tones were run in the same forms with the text, and the result is a most excellent example of high-grade printing throughout.

As The Linotype Bulletin is "mailed free to any printer anywhere" there is no excuse for anyone interested being without this publication, which each month offers a quota of news and information that should prove of value to anyone connected with the graphic arts, whether a linotype user or not.

WETTER
TYPE-HIGH NUMBERING MACHINE
Sold at Right Prices by All Type Founders and Dealers
Wetter Numbering Machine Company 343 Classon Avenue, Brooklyn, New York, U. S. A.

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WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

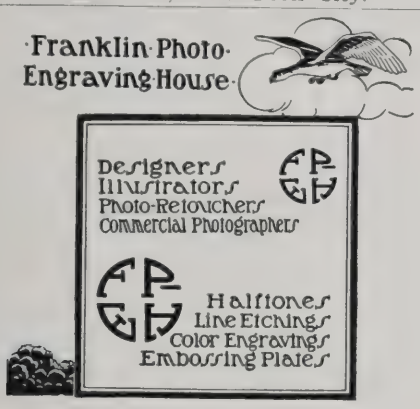
A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—Two-letter junior linotype, 8 point mats, $900 cash, $1,000 terms; 12-inch Pelten water motor, $25. Both first class. Address F, care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago.

WANTED SALESMAN—Selling printers on commission to handle Riessner's Gold Ink as a side line. Address T. Riessner, 57 Gold Street, New York City.

Franklin Photo Engraving House



632 Chestnut St.
Philadelphia.

Bargains in Printing Presses
FOR SALE

FOR SALE—One Cox Duplex Printing Press. Prints 4-6-8 pages. Overhauled and rebuilt. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Pony Straightline Press. Prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Four-deck Straightline Press, prints from 4 to 32 pages; one Goss Three-deck Straightline, Press prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price. GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12 pt. matrices, Rogers Tabular Attachment. Address "Bargain," care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago.

Read by British and Colonial Printers the World Over

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2 per Annum, post free. Specimen Copy sent on receipt of 35 Cents

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, De Montfort Press
LONDON, Thanet House, 231 Strand, W. C.

QUICK ON

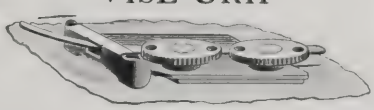
Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz with extra tongues.

Megill's Automatic Register Gauge

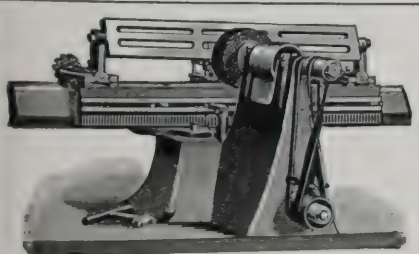
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency Method of attaching does not interfere with raising tympan
Only $4.80.

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York
From us or your dealer. *Free Booklets.*

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1 25 set of 3 with extra tongues.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

Desk Sample Book and Directory of Watermarked Papers Free

Contains samples of 55 nationally-sold Bond, 21 Ledgers and a number of miscellaneous Papers.

Contains an Alphabetically-arranged Directory of All-Watermarked Bond, Linens and Ledgers with names of jobbing houses where the papers can be purchased, with the price per pound of each.

Contains formulas for ink matching and mixing, and other valuable information for the printer, publisher-printer and lithographer.

Free to Each Paid-up $2.00 Subscription

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WEEKLY PRINTING TRADE NEWS

326-328 West 41st Street NEW YORK CITY

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

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The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

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"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

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"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

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The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

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WILL HELP TO
INCREASE YOUR SALES
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RATINGS

MOST CAREFULLY REVISED and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY

GENERAL OFFICES - 160 BROADWAY, NEW YORK

THE PRINTERS' BOOK STORE

The man who wins is the man who knows, and the man who knows is the man who reads. The books written on printing and related industries are teeming with money-making information. The best list of

BOOKS AND UTILITIES FOR THE TRADE

is published by *the Inland Printer Company*. This catalogue gives titles of books, prices and tables of contents of publications dealing with following departments:

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DRAWINGS
of any description,
and for every purpose, in
PEN AND INK OR WASH
FOR LETTERHEADS,
CATALOGS, COVERS,
MAGAZINES OR
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MECHANICAL DRAWINGS
FROM BLUE PRINTS OR PENCIL SKETCHES.
BIRDS-EYE VIEWS.
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COLOR WORK OF EVERY
DESCRIPTION, IN TWO, THREE
OR MORE COLORS, WOOD
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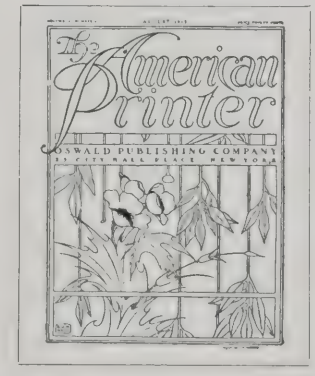
JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.

The Typographic Contest in Printshop Advertising

is open until September 1. All can enter without cost. If you have not sent in a specimen do so at once. A copy of the rules will be sent on request, and they are printed in the



August number of The American Printer

Every number of The American Printer is planned to give the printer short, terse articles on business, technical and news subjects. It is a magazine of interest to all connected with the printing business, from the proprietor to the apprentice. Something new in every number: color inserts, reproductions of printed jobs, new things in typography, illustration and plate making. The August number of The American Printer has an article, with reproductions, on the decimal system of time keeping. How they make business printers at Harvard. Meaty extracts from cost congress addresses for quick reading. Ideas on machine composition and presswork. Ten styles of making an illustration. A printer's advertising. Art in magazine illustration. Newspaper subjects. Business and cost problems. Review of specimens. Simple bookbinding helps. Estimating. Typographic specimens reset. Photographs of printers' outings and organization meetings. Queer things in printerdom. The important news of the month. A fine number of the printers' monthly magazine.

American Printer readers get matter prepared exclusively for them

Send thirty cents for a sample copy of the August number now, or three dollars for a year's subscription

OSWALD PUBLISHING CO., 25 City Hall Place, New York City

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Trea

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

PTEMBER, 1912
VOL. 30

NATIONAL PRINTER-JOURNALIST

CHICAGO, ILL.
NO. 9

THE NEWSPAPER AND THE PEOPLE, *Dr. Vincent* ADVERTISING—A NEWSPAPER SHOP TALK, *W. G. Bryan*
PRESS AGENT AND FREE PUBLICITY, *Frank E. Noyes* RELIABILITY OF THE PRESS DISCUSSED
AT THE NEWSPAPER CONFERENCE AT UNIVERSITY OF WISCONSIN

FACTORIES

OF THE

H. D. ROOSEN COMPANY

78 Twentieth Street
Brooklyn, N. Y.

Manufacturers of Printing and Lithographing Inks
of the Highest Quality

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Cumberland Mills
S. D. WARREN & COMPANY

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S. D. Warren & Company in their Cumberland Mills have been manufacturing high grade Book paper for many years for such nationally prominent Eastern metropolitan publications as

Century	Collier's
Munsey's	Youth's Companion
Harper's	Woman's Home Companion

Associated Sunday Magazines and Everybody's

A considerable amount of tonnage is also consumed by publishers of de luxe editions, etc., which demonstrates the ability of this mill to maintain uniformity in its product and give positive service.

The capacity of this mill having been increased, we are now able to offer their high grade product to Western printers, publishers and advertisers who are desirous of improving the character of their printed matter through the use of paper of proven, reliable quality. The papers are as follows:

Cumberland Enameled Book
Cumberland S. & S. C. Book
Cumberland Machine Finish Book
Printone Book

We aim to have in stock for immediate deliveries, an unusually large supply in all sizes and weights for filling large orders out of stock on short notice. Inquiries regarding special mill business are solicited. You will appreciate the importance of this announcement, and therefore we are confident you will lose no time in obtaining samples and prices.

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J. W. BUTLER PAPER Co.

ESTABLISHED CHICAGO. 1844

BUTLER·BRANDS PAPER THE BEST

THE HOUSE OF HANSEN

AN INDEPENDENT TYPE FOUNDRY. ESTABLISHED 1872

LINING CASLON FULLFACE

STANDARD LINE

60-Point 3A $6.75 4a $4.00 $10.75

COIN Eludes

6-Point 22A $0.95 44a $1.05 $2.00

A BALANCE OF COMPOSING AND PRESS ROOMS

Most essential to profitable operation of printing offices 5

8-Point 19A $1.10 38a $1.15 $2.25

FONTS OF LIBERAL SIZE IMPORTANT

Efficiency, economy and quality require them

10-Point 16A $1.20 32a $1.30 $2.50

JOB TYPE SOLD AT BODY PRICE

Specify Hansen Type in your orders

12-Point 16A $1.30 32a $1.45 $2.75

BEST TYPE FOR PRINTERS 4

Hansen's is accurate and durable

14-Point 12A $1.40 24a $1.60 $3.00

PROMPT SERVICE AND

Courtesy are here assured

18-Point 8A $1.50 16a $1.75 $3.25

BOLD TYPE FACES

In advertising display

24-Point 5A $1.55 12a $1.95 $3.50

Method FINEST

30-Point 4A $2.00 9a $2.25 $4.25

PRICE Right

36-Point 3A $2.55 6a $2.45 $5.00

Now BUY

42-Point 3A $3.20 6a $3.05 $6.25

Best Face

48-Point 3A $4.25 5a $3.25 $7.50

In Time

72-Point 3A $8.50 4a $5.00 $13.50

First SIGN

TYPE PRESSES PAPER CUTTERS WOOD GOODS PRINTING OFFICE SUPPLIES

HANSEN TYPE CARRIED IN STOCK BY

C. I. JOHNSON MANUFACTURING CO.

The Independent Printers Supply House ST. PAUL, MINN.

BORDER: 12-PT. GRAY TONE BRASS RULE 770, 4-PT. RULE 526, 3-PT. 441

NOTICE.

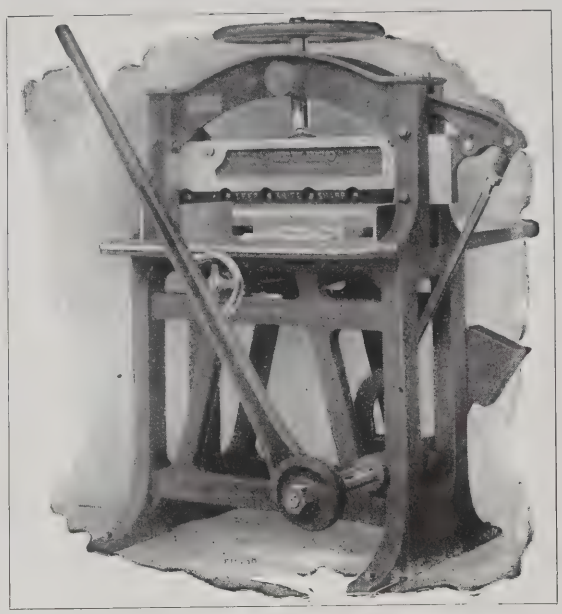
This Company is the creator of the Linotype art, and all existing Linotype machines are built under its patents. All Two-Letter Linotype machines are covered by patents of this Company having a number of years to run.

Any Linotype machine using Two-Letter Matrices, Multiple Magazines, or other improvements which place the present day Linotype far ahead of the earlier machines, cannot be used without the permission of this Company.

Any person or persons counterfeiting or imitating our machinery, or persons using such goods, will be held strictly accountable in the courts.

MERGENTHALER LINOTYPE COMPANY,

Tribune Building, New York.



The New Toggled Oswego Lever

CUTS LIKE CHEESE AND DOES NOT RACK YOUR BACK

(Patent Pending)

A new device on *Oswego* Cutters that makes the final cut a pleasure.

No jumping on the lever to get the knife 'way down.

Note the new straight girders, taking all the strain direct against the frames.

No bellied table to gouge the cut.

No knife-bolt slots to waste your time adjusting.

Just the cleanest, quickest, strongest, handsomest Lever Cutting machine that over a third of a century's experience and work along this one line of cutters is able to produce.

This pictures only one of the ninety sizes and styles of the *Oswego* and *Brown & Carver* and *Ontario* cutters that are made at Oswego as a specialty. Each Oswego-made cutter, from the little 16-inch Oswego Bench Cutter up to the large 7-ton *Oswego Auto Rapid Production* Cutter, has at least three points of excellence on Oswego Cutters only. Ask about the Vertical Stroke Attachments for cutting shapes.

It will give us pleasure to receive your request for our New Book No. 8, containing valuable information. Won't you give us that pleasure?

OSWEGO MACHINE WORKS

NIEL GRAY, JR., PROPR.

MAIN OFFICE AND WORKS: OSWEGO, N.Y.

Want to Make Money?

Then use money making equipment—equipment that eliminates waste at every turn—that cuts out all unnecessary labor—that not only makes it possible, but *easy* to turn out more and better work—equipment that reduces your costs to the lowest possible point and that extracts *all* the profit—the very last penny—out of your work. The best and surest way to do this is to

Use

Rouse Time Savers

for Printers

Lead and Rule Cutters	Mitering Machine
Line-Slug Cutter	Rouse Job Sticks
Universal Blocks	Register Hooks
Register Quoins	Iron Bases
Graduated Galleys	Form Trucks
Newspaper Bases	Composing Rules
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Each the Best of Its Kind

H. B. Rouse & Company

Chicago, U. S. A.

WANNER
MACHINERY CO.
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Swink Cylinder Presses, Golding Job Presses,
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Special Machinery for Press Rooms.

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A. F. WANNER, Proprietor
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Rebuilt Guaranteed Printing Machinery

32x47 Whitlock, front delivery
37x52 Campbell, front delivery
32x47 Babcock Despatch, with folder
23x28 Campbell, fast pony
33x30 Campbell, fast pony

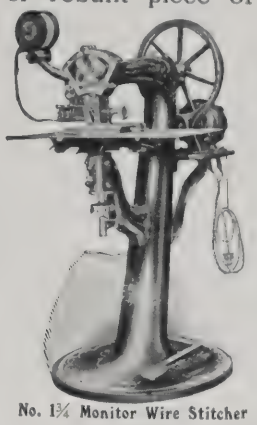
Large Line of Job Presses, Paper Cutters and Material. List mailed free upon application.

The Largest Stock of Rebuilt Machinery in Chicago

WANNER MACHINERY COMPANY
703 South Dearborn Street Chicago, Ill.

SIT DOWN!

and write us if you want to buy a second-hand or rebuilt piece of bindery machinery—at a reasonable price, and guaranteed to be in good working order.


No. 1¾ Monitor Wire Stitcher

All the machines we have were replaced by Monitors.

We are not in the second-hand business, and don't want to be—for that reason you will be surprised to learn the offers we can make you.

WE MANUFACTURE

Monitor Wire Stitchers
Monitor Box Wire Stitchers
Monitor Hard Die Perforators
Monitor Multiplex & Duplex
Monitor Punching Machines
Monitor Round corner Cutters
Monitor Creasers & Scorers
Monitor Paging & Numbering Machines
Monitor Standing Presses
Monitor Job Backers
Monitor Table Shears, etc.

We Furnish Complete Bindery Outfits

LATHAM MACHINERY CO.
Main Office & Factory: 306 S. Canal St., Chicago, Ill.
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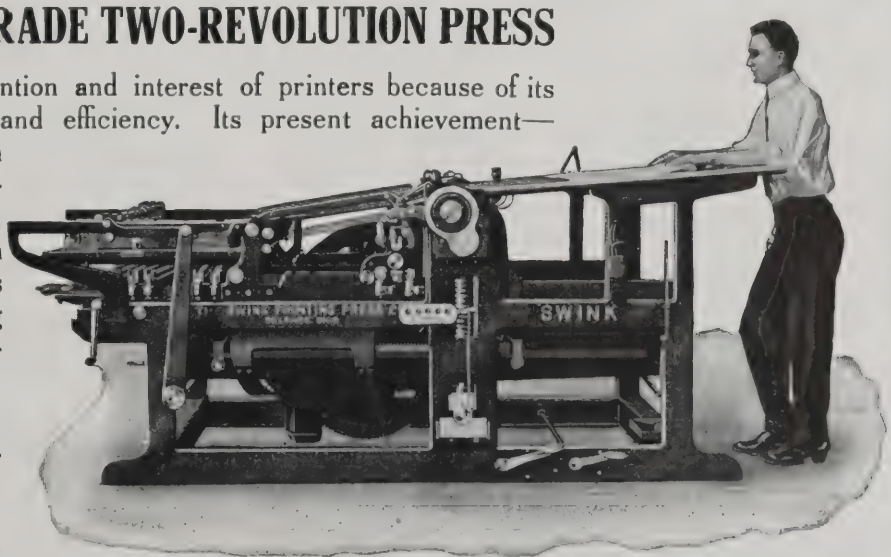
MORE SATISFACTION and MORE PRODUCTION

Two points to be considered by printers contemplating the increase in press-room equipment and efficiency. Investigate, then buy the press that is making good.

THE SWINK HIGH-GRADE TWO-REVOLUTION PRESS

Rightfully occupies the attention and interest of printers because of its twentieth century facilities and efficiency. Its present achievement—what it has done and proven—is a safeguard to the prospective buyer. High speed, perfect register, book-form or four-color work, and it is equipped with the best inking system. Look into this before buying.



Catalogue will be sent upon request or special representative will call upon you.

THE SWINK PRINTING PRESS COMPANY
FACTORY AND GENERAL OFFICES, DELPHOS, OHIO

The Mark of Quality

THE B. C. Co. imprint on an Illustration or Engraving is not the mark of an individual—it is the trade mark of the Barnes-Crosby Company. It means that the Illustration or Engraving was made by men who know how, under the most favorable conditions brought about by the economical and scientific management of the largest Illustrating and Engraving establishment in America, and sold at a price based upon the accurate known cost of production.

"Barnes-Crosby Company Service" means the combined efforts of an organization of 400 Artists, Engravers and Representatives.

For Example

"Barnes-Crosby Company,

Gentlemen:—

Acknowledging receipt of the four-color plates made for us by your Company, we wish to tell you how pleased we are with the result of your work. The color treatment is excellent and the entire work artistic.

Thanking you for the interest displayed in this order and with best wishes, we are

Very truly yours,

The American Printer"

Commercial Photographs, Designs, Illustrations, Photogravures. Printing Plates of every kind for every purpose.

Barnes-Crosby Company

E W HOUSER, President

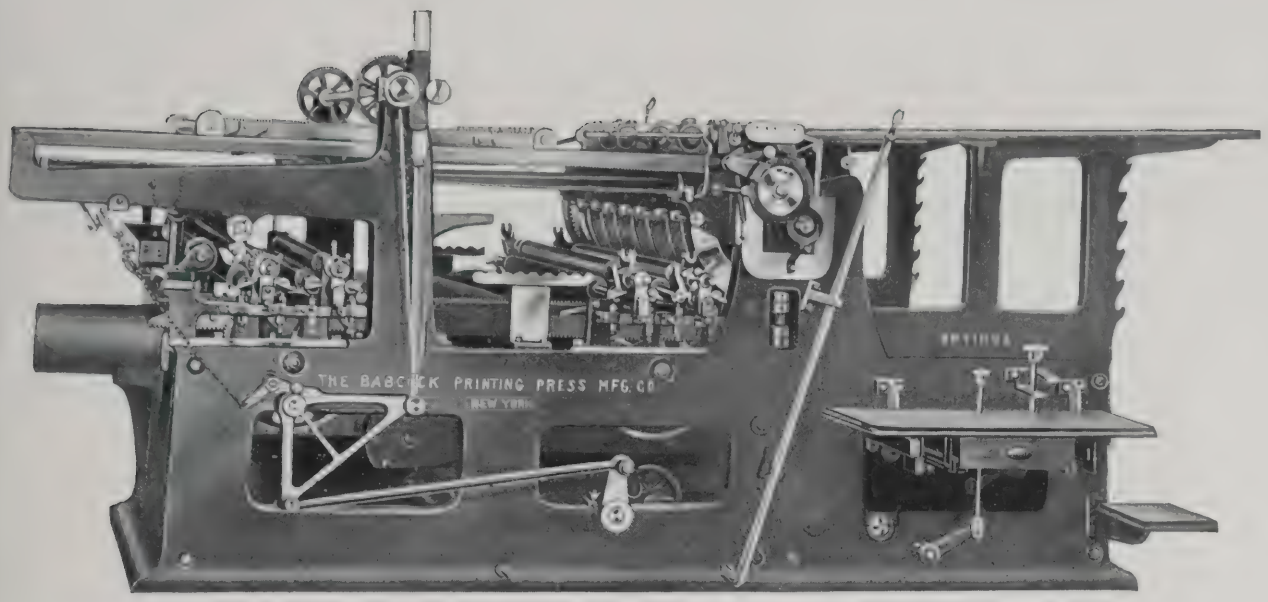
Artists : Engravers : Catalog Plate Makers

Manufacturing Establishments

Madison and Franklin Streets, Chicago

11th and Locust Streets, St. Louis

Branch Offices and Art Departments in Fifteen Principal Cities



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS, KANSAS CITY, OMAHA, ST. PAUL, SEATTLE, DALLAS, WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus
The Babcock Optimus

"In the spring of 1906 we installed *five Optimus presses,* and in 1907 these were followed by *six others.* This was pretty good evidence that the first battery was satisfactory. We have yet to see another press that could induce us to change our opinion."

"I am pleased to enclose you my check to pay for the No. 7 Optimus recently installed. The fact that this is *the seventh Optimus* I have sent you my check for is as good an unsolicited testimonial as I can send you."

"Several years ago we purchased *one* of your Optimus presses after making a thorough investigation. We have since put in *five additional.* Through them we have saved money, and above all have been free from worry."

"We are pleased with the No. 9 four-roller Optimus, *the fifth machine* of your make purchased, recently installed. It is the smoothest running press we have ever seen. The most difficult forms are handled with ease."

"If a printer used Optimus presses for a term of years, and purchases the same make as the growth of business demands new machinery, it would appear to be good evidence that such machines wear well, are economical to operate, and are money makers. Such has been my action. I have no cylinders in use but the Optimus. I have one in steady use for twenty years on which repairs have been but a few cents, is still in good register, and shows remarkably small wear."

"The 29½x60 is the last sheet of a run of 740,000, and I am satisfied I can take the same press and the same plates and get half as many more. The four-color covers were run on the No. 6."

"We are so well pleased with the presses already installed that it is our intention to replace with Optimus presses our cylinders of other manufacture."

The manager of a Western publishing house using twelve or more Optimus presses, nearly all large size, was asked to give his opinion of the press. He replied:

"We set a new Optimus beside a new — of the same size; both were running on the same class of work, much of the time on identical forms. The superiority of the Optimus was apparent from the outset, and has continued. It was quicker in make ready; easier in its wear on forms; much more rigid under impression; retained adjustment perfectly, in marked contrast with the other; ran at high speed much more smoothly and evenly, avoiding trouble with the automatic feed; and at a time when repair bills on the — had amounted to a figure approaching the unreasonable, the repair cost on the Optimus had not been one cent. Up to the present the original Optimus, put in ten years ago, has cost nothing. We have bought none but Optimus presses since, and all perform equally well."

Copies of the complete letters containing the above quotations furnished upon request, accompanied by many others.

SET IN AUTHORS ROMAN

ASTOUNDING

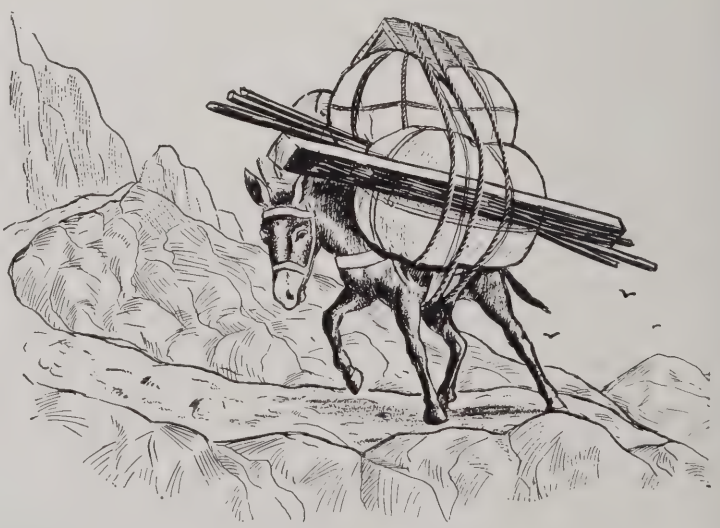
WHAT IT WILL DO

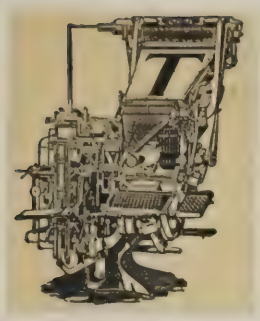
SAVES

THE COST
OF
SLIPSHEETING

PERMITS

OF
PRINTING
TURNING
PRINTING
AND
BINDING
ALL
THE SAME
DAY





THE perfection of every machine is a matter of evolution. The Mergenthaler Linotype Company is the creator of the Linotype art, and is not an imitator in anything. All existing Linotypes, including thousands in Europe and elsewhere, are based on our inventions and built under our patents. Approximately 1,000 patents have been issued covering the Linotype and its many improvements since the first machine was built.

When a machine has achieved the success attained by the Linotype, it is quite natural to expect that it would be imitated. Instances of imitations being equal to the original are extremely rare. The mere fact that either a machine or its product is imitated is prima facie evidence of its superiority. No one ever knowingly copies a failure, and success proves intrinsic merit.

The Linotype was the first, and remains the only practical composing machine. It will not be supplanted by any machine "nearly as good," or even "just as good." The present day printer has reached the point where he demands the very best. This he secures in the multiple magazine Linotypes—Quick Change Model 8 (three magazines) and Quick Change Model 9 (four magazines). No makeshift or substitute can or will take the place of these accurate and versatile machines.

The Multiple Linotype Way Is the Modern Way

SEE IMPORTANT NOTICE ON PAGE 587

Quick Change Model 9

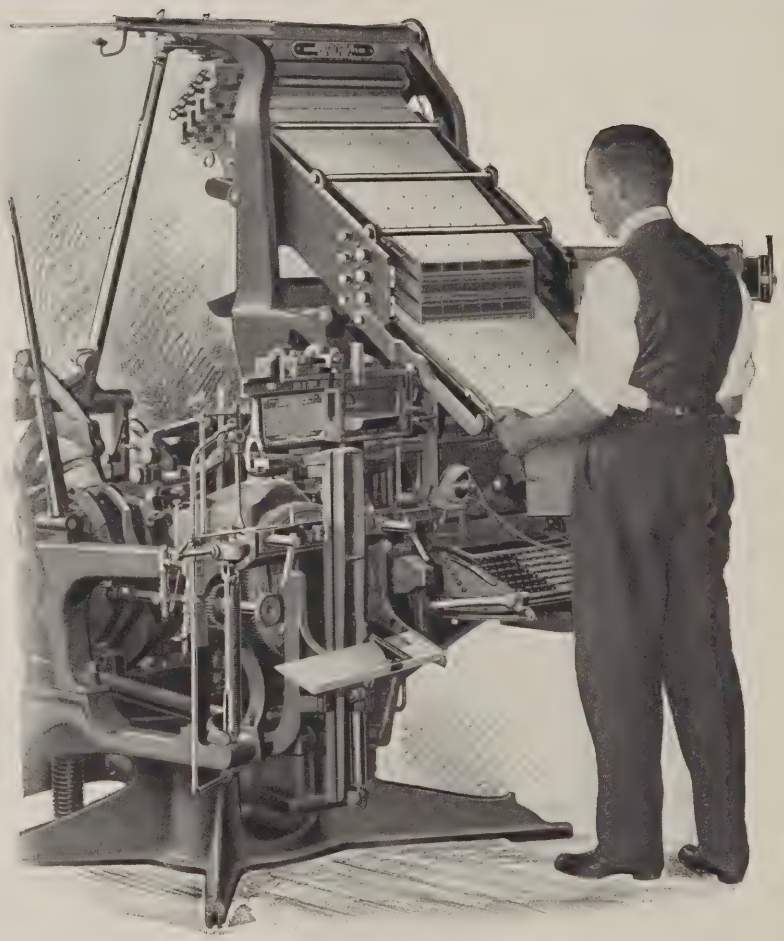
Four Magazine Linotype

FOUR MAGAZINES
All Interchangeable

EIGHT FACES
Four Fonts of Two-Letter Matrices

720 CHARACTERS
From the Standard Keyboard of Only 90 Keys

ALL FACES
Mixed at will in the Same Line



ALL BODIES
5 to 36 Point

ALL MEASURES
4 to 30 Ems

UNIVERSAL EJECTOR
For All Bodies and Measures

WATER COOLED MOLD DISK

Price, $4,150

SOLD ON EASY TERMS

SEND TO NEAREST AGENCY FOR ILLUSTRATED CATALOGUE

The Multiple Linotype Way Is the Modern Way

SEE IMPORTANT NOTICE ON PAGE 587

A PARTIAL LIST OF USERS OF THE

Quick Change Model 9

Four Magazine Linotype

New York Times—5.
Boston Post—5.
Boston Globe—2.
Washington (D. C.) Evening Star.
Brooklyn Eagle.
Buffalo Times.
New York Globe.
Philadelphia Bulletin.
Philadelphia Ledger.
Detroit Free Press
Syracuse Herald.
Syracuse Journal.
Newark Evening News.
Albany Knickerbocker Press.
Meriden (Conn.) Journal.
Portland (Me.) Argus.
Christian Science Monitor, Boston.
Holyoke (Mass.) Transcript.
Salem (Mass.) News.
Worcester (Mass.) Telegram.
Elizabeth (N. J.) Times.
Phillips & Godshalk, Trenton, N. J.
Bronx Home News, New York.
Walters & Mahon, New York.
Williams Printing Co., New York—2.
Niagara Falls Gazette.
Troy Record.
Stephen Greene Co., Philadelphia—2.
Wilkes-Barre (Pa.) Times-Leader.
Dulaney Boatwright Co., Lynchburg, Va.
Drovers' Journal, Chicago.
R. R. Donnelley & Sons Co., Chicago.
St. Louis Republic—2.
Cincinnati Times-Star—2.
Cleveland Press—2.
Minneapolis Tribune—2.
Minneapolis Journal—2.
Louisville Evening Post.
Illinois Staats Zeitung, Chicago.
Milwaukee Sentinel—3.
Milwaukee Leader—2.
San Francisco Examiner.
San Francisco Daily News.
San Francisco Bulletin.
Los Angeles Times-Mirror.
Birmingham (Ala.) News.
Birmingham (Ala.) Ledger.
Nashville Democrat.
Nashville Banner.
Crawfordsville (Ind.) Journal.
Fort Wayne (Ind.) Journal Gazette.
Topeka State Journal.
Pentecostal Publishing House, Kansas City.
Springfield (Mo.) Leader.
Columbus (Ohio) Express.
National Cash Register Co., Dayton, Ohio.
Toledo Times.
Youngstown (Ohio) Telegram.
Fresno (Cal.) Republican.
Long Beach (Cal.) Telegram.
Everett (Wash.) Herald.
Shaw & Borden, Spokane, Wash.
El Paso Herald.
Victoria (B. C.) News.
Balkan Star, Toronto, Ont.
Rutland (Vt.) Herald.

Ask the Man Who Owns One

SEE IMPORTANT NOTICE ON PAGE 587

Quick Change Model 8

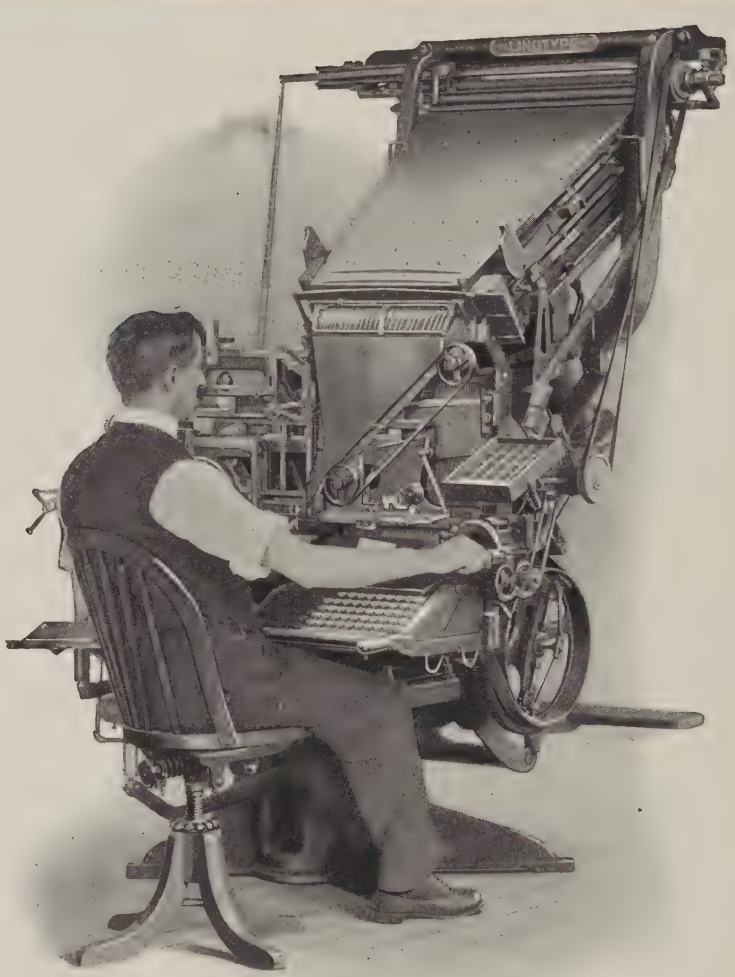
Three Magazine Linotype

THREE MAGAZINES
All Interchangeable

SIX FACES
Three Fonts of Two-Letter Matrices

540 CHARACTERS
From the Standard Keyboard of Only 90 Keys

ONLY ONE
Assembling and Distributing Mechanism for All Magazines



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California	12	New Mexico	2
Colorado	4	New York	61
Connecticut	7	North Carolina	6
Delaware	1	North Dakota	3
District of Columbia	5	Nova Scotia	1
Florida	6	Ohio	26
Georgia	6	Oklahoma	2
Illinois	30	Ontario	22
Indiana	7	Oregon	5
Iowa	4	Pennsylvania	34
Kansas	5	Quebec	4
Louisiana	2	Rhode Island	4
Maine	3	Saskatchewan	2
Manitoba	4	South Carolina	3
Maryland	5	Tennessee	2
Massachusetts	22	Texas	5
Michigan	3	Utah	1
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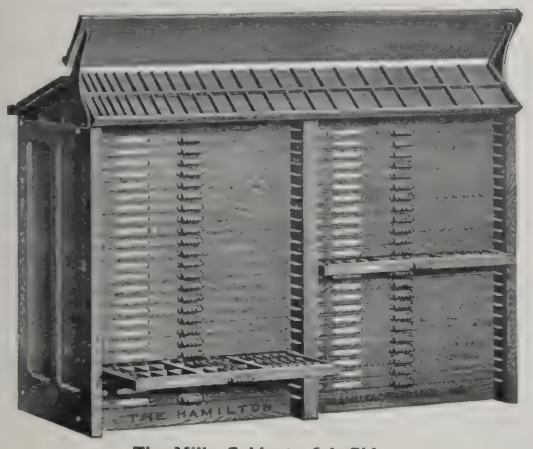

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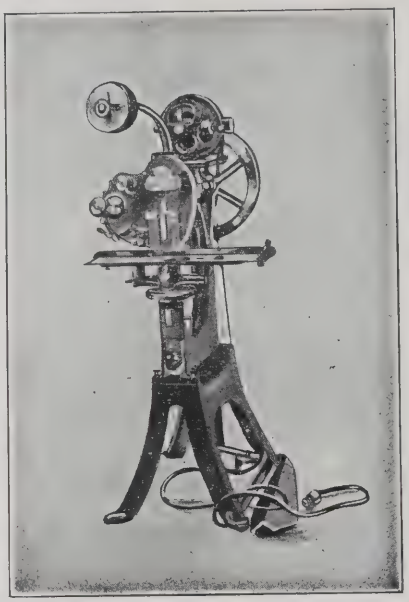

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1478	8 Point	.48	1488	8 Point	.48	1498	8 Point	.48
1476	6 Point	.36	1486	6 Point	.36	1496	6 Point	.36
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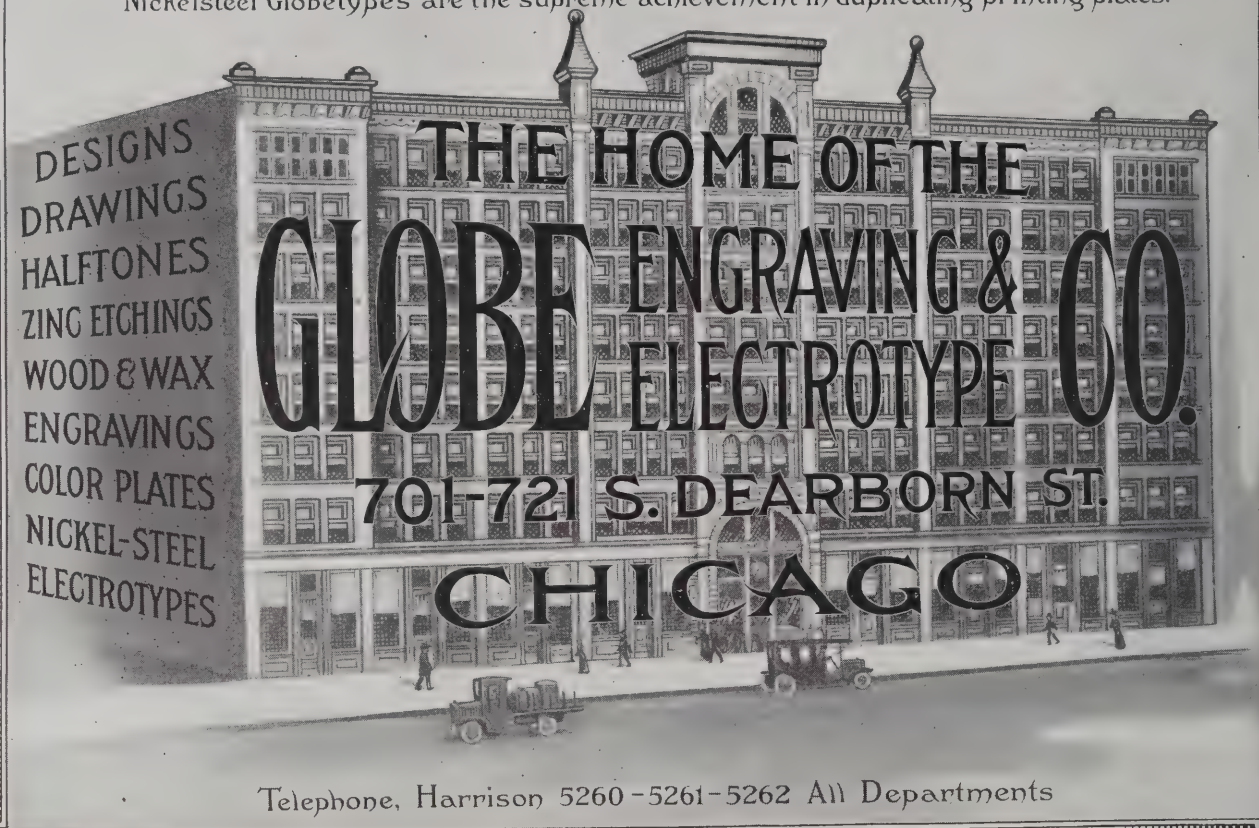

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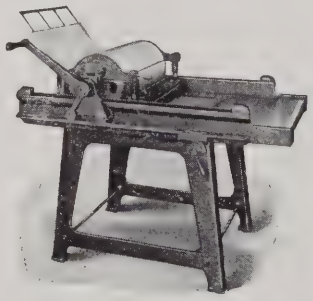

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National Printer Journalist

A Journal For Printing And Allied Trades

Volume Thirty | Chicago, September, 1912 | Number Nine

The Press and the People—Discussed at the Newspaper Conference, University of Wisconsin, July 29, 1912

Abstract of Address Given by Dr. George E. Vincent, President of the University of Minnesota

E HAVE been summoned, it seems, to consider charges against the press. "Are newspaper and magazine writers free to tell the truth? If not, why not, and what can be done about it?" If I rightly understand the purpose of this conference, it has been called under university auspices in the scientific spirit. Sweeping denunciation therefore of a venal, sensational and unscrupulous press would be as much out of place as rhapsodic eulogy of the unparalleled enterprise, invaluable services and unswerving patriotism of the "fourth estate." We are here, not to make phrases, but to consider facts; not to have hysterics, but to keep our heads.

It is always safest to study disease from the standpoint of health. Social abuses and evils imply uses and good. To have the latter in mind steadies the judgment about the former. It is scientific to keep facts in proper focus. And it is philosophical to assume that human creatures are a good deal alike; that the number of the intentionally wicked in the world is never large; in short, that men are largely what their education, occupations, associations and interests make them. Let us then proceed upon the theory that the press is performing in some fashion a fundamental social function and that the men behind the press are neither criminals nor saints, that they are pretty much like the rest of us, rather keen about their own careers, not wholly indifferent to the common welfare.

Institutions like the school, the government, the press, are not independent forces let down from above; they grow out of and they reflect the character of the community. The newspapers and magazines are at once a product of the national life and one of the forces which help to make it. From the publications of a people, one can infer the ideals, tastes, traits of the nation. The history of the press records the stages through which a people passes. The American press illustrates this principle. So long as the colonists looked to England as a source of authority, felt no sense of American unity, and acquiesced in government censorship, the colonial journals were colorless, cautious and full of reprint from British papers. With the growth of colonial discontent, the gradual formation of an American consciousness, and a deepening purpose to resist exploitation, the revolutionary press slowly came to reflect and foster the spirit of revolt and independence. When the federal government had been founded and party divisions had appeared American newspapers entered upon a period of bitter partisan strife.

Then came the western movement, the expansion of commerce, the beginnings of factory industry and consequent demands for better news service. In response followed the era of enterprise led by the "Sun" and extended by the strategy of editors like Bennett and Bonner. It was a time of spectacular races for news, of pony expresses, of fast-sailing schooners, and later of telegraph tricks and special trains. This press of enterprise merged into a personal press. The vexed questions which divided North and South stirred the public. Outstanding men like Greeley, Bennett, Raymond, Childs, Bowles, Medill, impressed their views upon readers who were at the same time loyal followers.

The Civil War greatly hastened the growth of the press. The demand for news from the battle-fields challenged the resourcefulness of editors and managers. The need of large editions put a premium upon technical inventions. The telegraph service was rapidly extended. Devices for news-gathering were elaborated, editions increased, and distributing agencies improved. After the war the development of manufactures and commerce, the rapid construction of railways, the growth of large cities and towns, called for a steady enlargement of press resources and activities.

During the 80's and 90's great wealth was piled up. The distribution of this hastened the formation of social groups and deepened distinctions of property and status. The conspicuous few gained publicity if they did not seek it. The imitating many were avid of details about the ostentatious rich, their dress, equipages, houses and entertainments. Corporations multiplied, consolidated and sought political advantage and privilege. Large publics of workers — many of foreign birth — welcomed the stimulations and sensations that gave relief from the monotony of daily toil. Alert and enterprising exploiters of industrial commodities, of proprietary articles, of investments of many kinds sought access through advertising to the growing number who had money to spend. The results of a generation of popular education added hundreds of thousands to the reading public. Foreign travel and the

Spanish war created an interest in world affairs. The emergence of social problems and of group antagonisms challenged attention and aroused discussion. Thus there grew up an enormously increased demand for news in great variety, for sensations and for advertising space.

To meet this situation notable changes came rapidly. Wood-pulp paper, typesetting machinery, cheaper telegraph tolls, the use of the telephone, syndicating devices, process cuts and color printing, multiple rotary presses, motor-car, trolley and train distribution — combined greatly to increase the efficiency of the press. The price of papers to the consumer fell and the main burden of maintenance was shifted from the purchasing public to the advertisers. The cost of the newspaper plant was greatly increased, the running expenses were multiplied and dependence upon commercial support was realized. Individual ownership and partnerships yielded of necessity to corporate control. The city newspaper became as never before an impersonal, business enterprise requiring large capital and a generous current income.

During the last twenty years there has been an astonishing increase of cheap magazines which reflect, in a somewhat different way, but unmistakably, the same forces which are at work in the newspaper field. The service of a few magazines in exposing economic and social abuses has been paralleled by similar work on the part of certain dailies. The rural press has retained to a considerable degree the characteristics of an earlier period, but even these country papers show the growing influence of the ideas which are distributed from urban centers.

The press makes possible the modern public and affords a basis for nationality. It is not merely millions of persons that make the nation. It is millions who have some knowledge of a common past, who feel a sense of present interest, who conceive a common destiny, or are loyal to a national purpose. The United States is maintaining a sense of nationality over three million square miles in continental America, to say nothing of keeping alive a vague feeling of empire from Porto Rico to the Philippines. Family life, the school, the platform, the pulpit, the stage, business and political co-operation, daily talk, are the chief means of creating a community spirit. These agencies alone, however, tend to be local and provincial. It is the press which brings countrysides, villages, towns and cities into a national and an international public. In the United States nearly 23,000 publications, issued from more than ten thousand centers, distribute an annual aggregate of nine billion copies. The nation controls its members by suggestion, by putting into the minds of men and women pictures of memory, imagination and purpose. The press distributes these suggestions, this mental imagery, this knowledge, these ideals and values. Social intelligence depends upon a knowledge of past experience and the right interpretation of current experience. It is the press which reports daily, weekly, monthly the materials for the growth and readjustment of the public mind.

The press, then, renders essential service to every activity of the national life. Industry and commerce rely a good deal upon the press's reports of crops, weather, markets, bank clearings, business failures, shipping news. Inaccuracy or sinister influence with reference to these affairs would be disastrous. Morever, the interests of individual and public health are entrusted to the press. The reports of health officers, advice as to sanitary precautions, accurate information about disease, suggestions through advertising columns — all have immense importance for the physical welfare of the nation. Misleading advertising, unsound, unscientific suggestions, concealing of facts about epidemics, are a serious menace. So, too, the press widens sympathy at the same time that it makes the world smaller. It fosters social organization, it deepens the social spirit, it arouses interest in movements for amelioration and reform. Appeals to group or class prejudices, persistent coloring of news, subtle suggestion by innuendo and cartoon may engender bitterness and strife and threaten the unity of community and nation. Again, upon the press the public depends for a good deal of its knowledge, scientific, practical, literary. The interests of education are entrusted in a large measure to the press. Here accuracy, fairness, refusal to be merely startling and ultra-sensational are of prime importance.

Furthermore, it is in the power of the press to affect for good or ill the public taste in architecture, in household decoration, in painting and music. It exerts profound influence upon fashion in dress, upon deportment, upon amenities of social life, comic supplements, art souvenirs, fashion pages, society notes, beauty hints, all reflect doubtless a public demand which is often sadly depressing. Yet in many respects there has been real progress from the days of hair-cloth, "spatter-work" and Rogers' groups. More important still, the press has great responsibility in the vital work of fixing ideas and ideals of personal morality and of social ethics. The men and types of conduct to which the press gives praise or prestige become the standards of millions. The subtle influence of suggestion has only of late been appreciated. The power of the press lies not so much in its conscious efforts to wield influence, as in the unconscious implications of suggestion. Finally, the average citizen looks to his paper for the data and suggestions which will determine his attitude toward public measures and political leaders. Public intelligence depends upon the accuracy, the fairness, the completeness of the essential information upon which collective decision and action must be based. If we are to have more direct participation by the many in political affairs it becomes more necessary than ever that the channels of publicity be free, open, uncontaminated. The public mind no less than the bodies of the citizens must have pure food.

In performing these essential functions the press fails when it sacrifices a large social service to a narrow special interest. It has been seen that advertisers and not subscribers are the chief support of the press. Sometimes advertisers seek to influence policy as well as to buy publicity. Some journals are conducted primarily not as purveyors of views but as means to other ends. Many of the men who control newspapers are subjected to an almost unconscious pressure through constant association with groups who represent a special point of view. Political patronage and preferment have not left the press untouched. Many papers which are unaffected by the influences already mentioned are dependent upon their readers and upon a valuable circulation. Such papers feel compelled to gratify and even deepen the prejudices of their public.

So much is said of "interests" in our national life that a word or two about them will not be amiss. It is well frankly to recognize the fact that the nation is made up not primarily of individuals but of persons who are grouped about common interests. The national life is the competition, the rivalry, the co-operation of such groups. This is to be expected and on the whole to be welcomed. These groups make necessary contribution to the general welfare. But to this they must be compelled to subordinate themselves. To recognize these groups and interests is essential to a wholesome public opinion. There are and must be a multiplicity of interests — rail-

way interests, agricultural interests, labor interests, educational interests, religious interests. These interests have every right to seek their own welfare and to call public attention to their rights and purposes. But the public insists that this be done openly, not surreptitiously and by indirection.

It is doubtless true that the press too often yields to economic and social pressure; but in this it is not unique. It shares the responsibility with politics, with business, at times with education, and even with religion. Newspaper men have as keen a sense of social responsibility as the members of other professions. I believe that the rank and file of the press writers of the country are in hearty sympathy with the changes which promise larger justice and fairer conditions of life. Any pressure exerted on the press is transmitted to these men from the managers who employ them.

The shortcomings of the press are the product of our national life, for which all of us must assume our share of responsibility. True, this wide diffusion of responsibility has a sort of philosophic futility. Men who want something done, and that quickly, resent so impotent a conclusion. It is satisfying to lay the blame at a definite door and to demand instant reformation. But social progress is not made to order. Men cannot be expected suddenly to free themselves from the negus of dependence which we call the web of life. No, the failures and shortcomings of the press are part and parcel of our common life and each of us must accept a share of responsibility.

Nor is this a hopelessly vague and fruitless conclusion. There are things to be done and ways to do them. Some put their faith in devices and innovations. If fifty or a hundred thousand of us would pay twenty-five dollars a year for our daily paper, if we would not stop our subscriptions whenever the reports or editorials displeased us, if the journal could be unhampered by our prejudices and interests, we could find able and competent men to give us a model publication. But a plan which calls for so radical a change in so many human beings is, I fear, academic. Possibly the endowed newspaper, which is to be discussed later in this conference, might be sufficiently detached from the influence of its founders and trustees to become an independent organ and to publish accurately the news which other less liberated dailies might be tempted to color or suppress. We shall be interested to hear about the municipal or public journal which is also assigned a place upon the program.

But whatever may be the final outcome, it is safe to predict that for another generation or two the press will remain a privately owned public function. Improvement will come through many forces all working towards the ideal of playing the game of our daily life on a higher plane of good sportsmanship. There is much to encourage us, along with many things that give good ground for solicitude. A few personal organs of large circulation, and many special publications of different groups will conceivably tend more and more to correct and check any serious attempts to distort, modify or suppress significant fact and opinion.

Standards of judgment about railway rebates, campaign expenses, corrupt political practices, have shown marked changes for the better. Why may not attempts to influence newspapers by advertisers' pressure come so emphatically under the social ban as to receive even legislative attention? The best corporations are no longer making direct campaign contributions, and the worst cannot get a chance to bestow them. Is it Utopian to believe that the best will pay openly for their publicity? A few public service companies are frankly spending part of the money which once went to city councils on heart to heart display advertising talks to the public. Certainly the patent medicine proprietors, the panacea vendors, the fake food purveyors, the get-rich-quick specialists, are facing a problem in the hostility of an increasing number of daily and weekly newspapers and monthly magazines, and in the growing vigilance of the federal government.

President Vincent of University of Minnesota Addressing Newspaper Conference at Madison, Wisconsin, July 29.

Yet one may easily be too hopeful. There are signs which give encouragement, but they do not usher in the millenium. Social and economic forces seem to detach themselves from persons and become like the energies of nature. Eternal struggle is the price of progress. Agitation, publicity, individual courage, are called for in every phase of our social life. The press will reflect and further the effort toward a juster, finer, social order of mutual respect and good will. Each citizen may do his part by supporting the most high-minded journals. These make plain what print is paid for and what is not; they give facts in the news columns and reserve comment and opinion for the editorial page; they would rather appeal to the higher margins of their subscribers' tastes and prejudices than pander to the lower; they do not forget that although private enterprises they are in honor bound to render public service. By praise of the better and protest against the worse, in daily talk, in public speech, by political action, citizens who are in earnest can arouse

public opinion and help to change social judgments. General responsibility can be translated into concrete personal conduct.

Back of all progress of the press in purified publicity, in tolerance, in taste, in ideals of life, as beneath all other onward movements of our times, there must be a new social philosophy, a philosophy which seeks to combine with the energy and enterprise of the old individualism a keener sense of comradeship, a truer appreciation of the fact that no man can live to himself alone, that everything he does counts for or against a higher loyalty and a truer, nobler social order. The press is sharing in the spread of this new spirit. The press is more than a business. It is a social service fundamental to the national life, exerting profound influence upon it. The men of the press must recognize the social nature of their task. If the press be a corporation it is a public service corporation with all of social responsibility that this implies.

The American press reflects the life of all of us, and it affects the life of all of us. We must all share the common task of raising slowly, steadily, courageously, this life to a higher level of truth, of justice, of good will. We, the people, make the press what it is. The press can help us to make it and all our national institutions more nearly what they should be.

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A Newspaper Shop Talk

By W. G. Bryan, Chicago Tribune, Before National Press Association

DVERTISING is the greatest force in business today. Its influence is felt in every profession, in every business, in every channel of commerce.

You've heard that same stereotyped thought expressed times without number. It is old. It is stereotyped. It is trite — and it's also true.

But — Listen!

Very few believe it!

Or, if it is believed, it isn't practiced and since action — not words — is the final test, we can only conclude that since publishers don't practice the thing they preach, they evidently don't believe it.

I know the pleasant thing for me to do would be to say that you gentlemen influence and direct the thought of the nation, that through your untiring effort business conditions have become better, and the world made happier and brighter. All this would be not only pleasant, but true. I doubt though whether it would be helpful.

I've been asked to make a "shop talk" on newspapers. If it is to be helpful, it must be truthful and to be truthful, it must be harsh. If what I say should cause ten per cent of you to stop and ask yourself: "Is he right?" "Is it true?" and if only one per cent of you put the suggestion in practice, I shall feel that I have been of more real service to the National Press Association than to occupy your time telling you of the greatness of your organization.

It is great — but it isn't registering up to fifty per cent of its possibilities.

It has a wonderful influence — but it's scarcely exerting any of it to bring forth and crystalize in the minds of its readers and advertisers its helpful economic reason for existence.

You've educated your readers to the value of public schools, good roads, hygiene, social betterment, intensive farming and a thousand and one other things which have worked to the betterment of your community and the strengthening of the entire country, yet you have been unusually silent about the thing which can be made helpful to your readers and directly profitable to you. I refer to the advertising columns of your paper.

In this day of efficiency, running a newspaper means more than moulding public opinion. It also means the making of money. I trust no one will dispute that statement.

You are a manufacturer. You manufacture a product to sell as circulation and advertising. Not one of you will dispute the fact that manufacturers should market their product, not alone through salesmen, but also through the power of publicity.

Then why shouldn't you?

I don't want to appear in the light of an iconoclast or a know-it-all. The idea of this talk is not to tear down but to build up. So let's get down to brass tacks and have a heart to heart talk about our work. In this little shop talk, in this inner circle of friends, let's be square with ourselves and admit: "Publishers do not believe in publicity."

Put the question to any test from business to biblical and if from "results" or "By their fruits ye shall know

Walter G. Bryan

Halftone from Cartoon by Kessler

them," then the statement must stand. So why waste time beating the devil round the bush. I go at this bluntly and boldly, knowing that the live ones will sit up and take notice. Really, I always smile when I think of the 24,000 publications in the United States, most of which live by advertising alone, and there isn't — hold the mark and heaven help the profession — twenty-four publishers — yes, count 'em — twenty-four — who practice what they preach, namely, that advertising pays. Not a very strong testimonial for the very thing which each of us is daily telling the "other fellow" is so good.

As Bill Galloway would say: "Here's some straight from the shoulder talk, brother." The least users and the biggest quitters in the advertising business today are the publishers themselves. "But our business is different," they say. You've heard that hackneyed expression before. It reminds me of a description I once read of a man's character which had been shot so full of holes that

it looked like a piece of Swiss cheese and smelled worse. That inane "ours-is-different" answer has been used by every moss-grown concern in the business world today. It is no reason — it is merely an excuse. People who preach advertising should practice it. And that doesn't mean the other fellow. It means you. You, Mr. Publisher, Mr. Editor and so on down the line.

Why hide behind: "We advertise some"? Look here. Don't fool yourself. This thing is either right or wrong, good or bad, profitable or unprofitable, so let's strip the mask and look it squarely in the face. If the truth hurts, no one will know it except us and you're big enough — or should be — to let me say what I mean and this is what I mean to say.

If you want to find a master collection of inane, spineless advertising only glance at the publicity put out by the publishers themselves. Their advertisements, for the most part, lack interest, life, initiative and many other qualities that go to make up forceful, compelling copy. Still, bad as it is, it might do some good if carried out on a large enough basis and persisted in. John Wanamaker's advice was written not for advertisers of one kind, but for advertisers of every description:

"If there is one enterprise on earth that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins it that he must spend money — lots of it. Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game."

At present, with so few exceptions as to be counted on the fingers, a publisher's publicity consists in an occasional circular, badly printed as a rule, addressed from an inaccurate and deficient list, with no symmetry or connection with previous literature. This passes for advertising among those whose business it is to put advertising on a business basis. If local or national advertisers handled their publicity in this same loose, careless, indifferent way, how long, do you suppose, would they last? With local and national advertisers out of business how long would any of our publishers last?

I pause for reply.

You readily recognize that local and national advertising must have well-planned, persistent campaigns if they are to win. Then, in the name of common sense, how can publishers working on any other basis hope to succeed?

I paraphrase the query of a well-known advertising agent. When will the publisher cease to make the common mistake of supposing that his publication is as well known and of as much importance to other people as to himself? His publication may be known, as a general proposition, and yet the peculiar features which make it particularly valuable to advertisers may be unknown. In either case, explanations must be made, details must be mentioned, reasons must be given and all in an intelligent, persistent, co-ordinated campaign such as makes for success of other advertisers in other lines. The virtue and value of his publication must be set forth in such an attractive form and with such persistent force that it flashes and fastens itself upon the advertiser's mind.

Seems that some one had the right squint on the situation when he said that publishers have been slow to realize that the right principles of advertising can be used by them just as profitably as in any other line of business. I do not think the story of the calf path, which made the crooked streets of Boston, overdrawn or inappropriate when applied to publishers.

"For men are prone to go it blind
Along the calf-paths of the mind,

And work away from sun to sun
To do what other men have done.

They follow in the beaten track,
And out and in, and forth and back;

And still their devious course pursue,
To keep the path that others do.

They keep the path a sacred groove,
Along which, all their lives, they move."

"That's all very well," I hear some say. "It's easy enough to tell us what to do but the thing we are interested in is how to do it."

I've worked on newspapers with an alleged circulation of 189 and a motto "on to 190," up to those with over a quarter of a million circulation daily, and I know it is impossible to establish one set of rules which covers the entire situation. However, here are some suggestions you might find helpful.

In the first place, do you know the twenty main reasons why your advertising columns are not used? Can you answer these twenty objections in a convincing manner right off the reel? Can every one connected with your paper do the same? If not, I'd suggest then that you tabulate these objections. See how many of them are just. Remedy those that are. And write out the answers to those that are not. You must first know your proposition before you can expect the advertiser to know it. You and your representatives can't effectively convince someone else of something unless you yourself are first convinced. Therefore, my first suggestion is to get down to the cold truth and have this out with yourself.

After you know why your advertising is good, why it is desirable, then begin to tell the advertiser about it. Tell him not alone by means of personal solicitation, but also by means of advertising, advertising, advertising in your own columns and then back this up by personal and form letters and printed literature. Alternate in your paper the advertising talks to advertisers with talks to your readers. Show them that advertising is a great economic force, from which they can profit. Show them why advertised goods are generally better and more reliable. Explain why an advertiser cannot continue to advertise quality, service and price of his goods unless he delivers. Show how all of this makes for the economy, comfort and convenience of those who read the advertising columns regularly.

In this way you unify your subscribers, advertisers and advertising columns with a consequent saving to the reader, enlargement of patronage for the advertiser and increased business for yourself.

The education of the advertiser must be accomplished by the publisher. And this cannot be done until the publishers themselves come to thoroughly realize that advertising is a great power and worth the price asked.

Recently, Collier's Weekly pointed out that the owners of Swamp Root had made from ten to fifteen million dollars through newspaper advertising — money made on your space and much of this space you sold at less than you should have secured.

Royal Baking Powder secured five million dollars for

its name — prestige built on your space, much of which was sold at cut rates.

Uneeda, Ivory Soap, Heinz, American Tobacco Co., Castoria, Pinkham, Syrup of Figs, Carter's Little Liver Pills, and hundreds of other advertisers who could be mentioned have grown rich through the use of your columns and in nine cases of ten you have been willing to cut your rate and thus give them a bigger margin of profit.

Since your influence in the community and results to advertisers are guaged to a large degree by the size of your subscription, what are you doing to increase your circulation?

Have you your town divided off into districts? Do you know how many subscribers you have in each district? Do you know why the other people who live in these districts are not subscribers? Do you even know whether all the telephone subscribers in your city are subscribers to your paper? These, as a rule, are the most prosperous people in the community. They should read your paper. They can afford to liberally patronize your advertisers.

A city circulation solicitor averages from four to eight subscribers a day. In Columbia, Mo., a town of 10,000 population, one of the college students put on an average of twenty subscribers a day for a month. It would pay you to have your town districted, card indexed and solicited three or four times a year. A girl in your office can average over fifteen subscribers a day over the 'phone. Try it and see. Then put one or more solicitors out to canvass the town.

Another thing. How many of the people in your county who pay taxes take your paper? How many of the farm folks who have telephones in their homes are on your subscription books? An arrangement could be perfected so that all the country folks with phones could be canvassed and a vigorous follow-up of letters should go to all the tax payers who are not subscribers. Send a letter from your circulation department. If this does not bring them, then a letter from the editor and finally, if it's necessary, a letter from the owner. Tell them why they should subscribe. Point out that 100 out of 107 on rural routes subscribe for your paper.

Tell 'em pleasantly and persistently. Talk to 'em in your letters like you would in person. By the use of letters and literature, the telephone and personal solicitation, you ought to secure practically every worth-while reader in your county inside of a year. Then raise your advertising rates and continue to educate your readers as to why they should read advertising while you are educating your advertisers to advertise.

I wonder how many of you have developed display advertising for a chicken department, a live stock department, a land department, and a classified exchange department. All of these are good for from a column to a page if properly pushed.

There is another thing I'd like to mention which seems to have made the path of the average publisher a difficult and unprofitable one. I refer to system-efficiency — scientific management. Efficiency is not a card system, a bunch of recipes, enthusiasm, tact, skill, wage system or set standards — is none of these alone, but all of them combined by scientific methods — it is organized information properly applied.

I've heard some call system red tape and theory, but, of course, people who are not up on things are generally down on it. I'm frank to admit that while system is a good thing it can be overdone, consequently I always hold this story in mind:

"Hello, Bill, how's your card system?"

"Fine!"

"How's business?"

"Oh, we've quit business to attend to the card system."

There is a general feeling that a metropolitan newspaper man knows little of the problems which confront the publishers of small dailies and weeklies. I was brought up in a small newspaper office and therefore modestly rise to inquire if some of the down-to-date or up-to-the minute psychologists will please step forward and answer this question? What is it in the average publisher's make-up which causes him, unfortunately, not to even "view with alarm," but actually resent, any suggestions as to the power of advertising in his own business or intimation that probably his business system — or rather lack of system — might be improved upon? Honestly, it would be laughable if from a business standpoint it were not so pathetic.

Listen to this!

"The wise man built his house upon a rock and the rain descended, and the floods came, and the winds blew, and beat upon that house; and it fell not; for it was founded upon a rock. But the foolish man built his house upon the sand; and the rain descended, and the floods came, and the winds blew, and beat upon that house; and it fell; and great was the fall of it."

How are you building?

As a matter of protection and progress, why not stop and figure what it costs you to produce an inch or a page of advertising; an inch or a page of news matter; what percent of your paper is advertising; what percent news. Then figure your circulation receipts and the cost of securing and renewing subscriptions. With all this data collected you can arrive at a fair estimate of what your advertising columns should produce.

Hundreds of newspapers are printing advertisements at an actual loss. The cost of composition on your advertisements is just a part of the expense of producing each inch of display matter. Test out your rate for three months and I'll guarantee there are a number of raises in rate as a result. Begin at the beginning. If you have to write ads charge the time for that, then the time it takes to sell it to your advertiser. Have your foreman keep tab on the time he spends in setting, taking proof, getting an O. K. — also distributing. To this, add a percentage for wear and tear on type and presses, white paper, your news force and news composition, because the ads pay for all of these. Then add percentage for interest on investment, a part of your own salary, a legitimate profit, etc. These are just ideas that occur and your own cost system should be worked out in detail. (Three months average cost of operation will show what is the proper percentage to add to each advertisement for overhead, etc.)

I strongly believe in the use of cost tickets for job work. A good one is made of a large envelope and has printed on the face the name of the customer; ordered by; character of job; date promised; proof O.K.'d; color of ink; kind of stock, and then the time and cost on composition, make ready, press work, cost of stock, stapling, binding, and all the other items of cost that enter into the work and for which you always pay and your customer occasionally pays. These envelopes should contain the copy, proof and one complete job and sent back to be checked against your day book and charged up. They may then be filed and kept until the bill is paid and all chance of controversy ended. It helps to number the envelopes consecutively.

The use of this system will assist in arriving at a

knowledge of what it costs to produce your jobs and I am inclined to think results in an increase in prices.

The big profit paying city newspaper is simply the same basic physical property that fills a long felt want at Kokomo, Kankakee, Kirksville and King City. The reason it pays is not because it is big, but because it is run on business principles. The big papers know what it costs to do business and make a profit and they fix their charges for service accordingly.

Get together with your competitor and have a heart-to-heart talk. Fight in the open if you must, but have a gentleman's agreement that you both deserve a profit and will co-operate to secure it. Your druggists, grocers, clothiers, butchers, may not be "organized," but you will note that there is a suspiciously uniform schedule of prices maintained.

One thing, and a very vital one with every newspaper, is its advertising rates. When you establish your rate card, stick to it, remembering that your business character is built on the same basis as your moral character. You can't digress and continue to grow in the right direction. It has been my observation that very few of our friends in the smaller centers maintain a rate card. The day of one rate to Smith and another to Brown has passed, if profits are sought. Let space be sold at what it is worth and not what an advertiser is willing to pay. A flat rate has some advantages, but they seem to be greatly overbalanced by the rates which are governed by the quantity of space used. In addition to other things, the quantity price has a tendency to make both the large and small space user do more advertising in order to get a lower rate.

It has been figured out that a fair average rate is one cent per inch for each hundred of bonafide subscribers in the county or trading radius of the city where the paper is published. This is the minimum rate and upon the basis of 1,000 subscribers the advertiser who uses 3,000 inches in a year should pay ten cents an inch — if he goes to 5,000 inches in a year you can afford to give him a lower rate because he is helping you make new advertisers.

From the lowest rate: say 5,000 inches at nine cents, a fair graduation would be 3,000 at ten cents, 2,000 at eleven cents, 1,000 at twelve cents, 500 at fifteen cents and transient or spasmodic local advertisers twenty cents. These figures, of course, cannot be considered standard, as they will vary according to different conditions. The foreign rate should include all circulation at so much per 1,000.

In some cases the establishment of a rate card and advertising contracts will be the cause of some slight "kicks" from a few advertisers, but by explaining the commercial law of all big consumers getting better prices and drawing a parallel of the advertiser's own business, you will be able to explain the merit of your position. A grocer, for instance, buys sugar by the barrel or car load. He gets a better price than you who buy it in ten pound lots, and your grocer will give the hotel keeper a better price than he will you. Some even advertise special prices to hotels and boarding houses.

If he hesitates to sign a contract you can point out that it is not binding upon him to use the entire amount of space, but at the end of the period he will be charged upon the basis of just what he used. If he contracts for 1,000 inches at twelve cents, and uses only 500, he will pay you three cents an inch additional for all space used. On the other hand, if he contracts for 1,000 inches and uses 3,000, he has a rebate of two cents per inch for all space used, due him (in cash or space at the advertiser's option.)

Except standing ads or "cards," I believe it is a mistake to accept ads so small that at the rate any insertion would figure less than a dollar. I would fix a minimum charge of $1 for one-time ads. If one of your advertisers has a twelve-cent rate and wants a four-inch ad I would get him to use enough space to make $1, because it is worth a dollar to set an ad, make it up, and route the charge through to final collection. It costs you as much to set forty words in four inches, as it does to get them in eight, and you can't afford to handle twenty-five and fifty-cent ads.

I am thoroughly convinced that every publisher can increase his advertising revenue and the effectiveness of his advertising columns by having ads prepared for advertisers. Your representatives can sell copy when they wouldn't otherwise have a chance. Not only show the advertiser that he should advertise, but also how. When advertisers really come to know how to profitably use your columns they'll get away from the "blue sky" and "hold up" idea. As it is now, many advertisers, even in the large cities, have the idea that in buying a newspaper's advertising space they are also buying its silence, not realizing that a paper which prostitutes itself by selling its silence is just that much less valuable as an advertising medium. There is an editor out in Kansas who says his subscribers are paying him to secure the news — not suppress it. Give the advertiser service, but don't give him your news columns.

After all, accuracy and efficiency are very closely connected with successful publicity, and when the publishers of America begin to use advertising and eliminate lost motion in business there is going to be a very gratifying exhibition in the right side of the ledger.

A well-known advertising man succinctly sums up the situation in these words:

"Mr. Publisher, you are today face to face with a larger competition, a far keener competition, backed by more shrewd minds and powerful organizations than ever before in the history of your business. And it will prove profitable to you to heed this. The thing you have so long been preaching — advertising — is a powerful constructive, business building proposition and it will pay you to hasten to take advantage of it."

You can make big money through the use of publicity by applying it to your "own" business. And the publisher who sees it first can laugh at the expression that "competition is growing keener and keener," because by utilizing this unused force — advertising — and applying just a few of the newly discovered principles of scientific management he'll still be able to make successful, substantial gains in spite of hard times, hard competition, high water and the place where it boils.

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Arthur Capper, the Topeka publisher, was nominated by the Republicans of Kansas at the primary on August 6 by nearly 50,000 majority, which is the largest majority ever given a candidate for governor in the primary in that state. Although Mr. Capper had a strong organization against him, he carried 104 counties, losing only one county, which was the home of his opponent. It is believed that Mr. Capper's election in November is assured.

The Press Agent and the Free Publicity Evil

By Frank E. Noyes, Editor Eagle, Marinette, Wis.

UBIQUITIOUS, omnipresent, omnivorous is the press agent. He is always ready to devour the profits of the newspaper. He is the mendicant of the business but frequently dresses himself in such well-appearing garb as to deceive the most sagacious. He is the "bete noir" of newspaper advertising. Owing to their less frequent publication and the fact that they are not constantly looking for "news," the magazines escape the blight of the press agent; but he is always attempting to ingratiate himself into the confidence of the newspaper man and too frequently succeeds.

Newspaper People Most Accommodating

Newspaper people are and always have been the most accommodating of mortals. They are always happy to do a service to a friend and frequently will go out of their way to do a good turn to those from whom they expect no return. They are always doing what they can for their home communities, for their country, state and nation. They are the supporters of the church and of every good and philanthropic object. They are always doing good and spreading the gospel of better things to the people they serve. They have always done these things and will always continue to do them to a greater degree than any other class of people, the missionary perhaps excepted.

It is this kindness of heart that makes the newspaper man the easy mark of the press agent, who is an ingenious man and presents his matter in an alluring way.

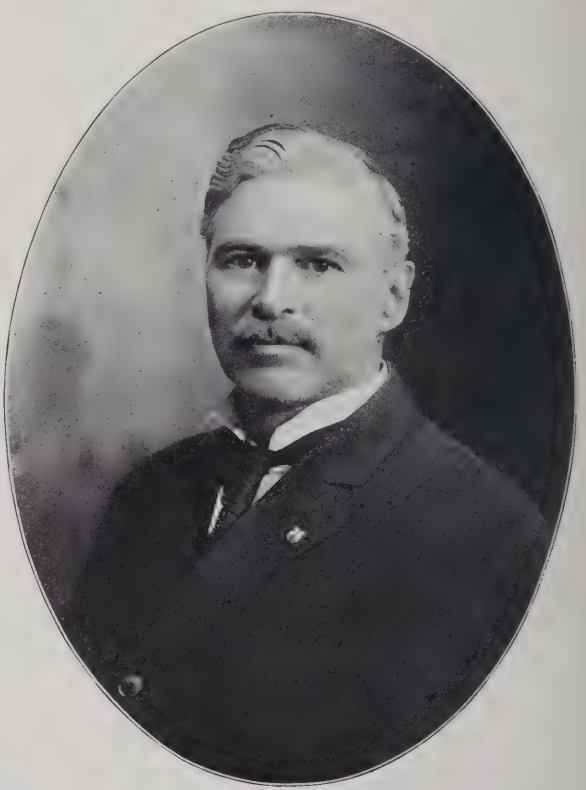
The puffing, the unearned praise, the free advertising that every publisher in Wisconsin has given during the past quarter of a century if paid for at what the publicity was reasonably worth, would make each of them independently wealthy.

In the old days it was considered the proper thing to give every new business that started in the town a good writeup, independent of whether any advertising could be expected from it or not. Advertisers and non-advertisers were puffed almost weekly and pleasant words were dropped for everyone that came to town or subscribed for the paper. This is still done to a greater or less extent, especially in rural communities, but even the smaller papers are catching on to the idea of business and their publishers are fast learning to understand and appreciate the strength and meaning of the old bible maxim, "The laborer is worthy of his hire." Every year sees less and less of free publicity and more and more of what the newspaper is or should be primarily published for, advertising that brings a revenue. The more free dope the less paid advertising. Hence, cut out the free stuff.

The work of the press agent is an effort on the part of the interests back of him to get free advertising or to get a large amount of publicity at a less expenditure of money and in a more effective way than it could be obtained in any other way. Usually the press agent himself is well paid; he has plenty of well-paid stenographers and office help, and he luxuriates in well-appointed offices. But he pays the newspaper that aids him nothing. Worse than that, he takes from the newspaper practically the only thing of value the newspaper has to sell, and the good-natured publisher parts with it frequently with the belief that he is actually being benefitted because something has been sent him to publish of an interesting nature. Some of the stuff sent out by the agent is most ingenious, capitally written, strongly entertaining, and yet within it lurks the hidden advertising which steals into the newspaper like a thief in the night and takes from it its most valuable asset.

The most common form of stuff sent out by the press agent consists of correspondence from the leading cities of the country, interesting political, personal, fashion, inventive, sporting or other news, around which and into which is woven the advertising which ought to be paid for. Frequently it must be read most critically and scrutinized with the utmost care to detect the hidden advertising.

Some of this matter appears in the form of plate matter sent out from the various plate houses and offered free to those who will use it. This is sometimes eagerly



Frank E. Noyes, Editor Eagle, Marinette, Wis.

sought by publishers of small papers who think it will benefit them because it will save them from setting so much type or from paying out money for plate matter.

Various cities have maintained literary bureaus for advertising and exploiting their communities, some counties and land associations in the West have done so, but their number is rapidly becoming less.

How shall we combat the free publicity evil? It can be done only by thorough and effective agitation and education. This education must be done among the large and small publications alike, for some of the larger dailies are among the greatest offenders.

For several years past the American Newspaper Publishers Association under the direction of L. B. Palmer, manager, has been publishing weekly in New York a bulletin in which is listed the free publicity stuff that has been sent to its members during the preceding week. This bulletin is sent to all its members and to some others who have been favored by being placed on the mailing list. It keeps those who receive it informed regarding the free stuff offered and is of much value. By its publication and the co-operation of those who receive

it much free stuff has been eliminated and many have been induced to abandon such means of obtaining publicity. In the bulletin published April 27, last, the statement is made that during the preceding two years there was a marked reduction in the number of those sending out free stuff, and it is noted that the list of advertising agents for the four months previous who had followed this practice was only twenty-five as against sixty-seven contained in a list published the September previous. Among the greatest offenders noted were N. W. Ayer & Son, Lord & Thomas, J. Walter Thompson Co., McManus Co., and Albert Frank & Co. In this bulletin was noted nine schools, twenty-two shows and expositions, eighteen magazines and periodicals, and six hotels which habitually sent out free stuff. The automobile manufacturers were the greatest offenders. Of these there were 118, twenty-four of whom were served by advertising agents and ninety-four of whom sent out their copy direct, the total number of articles of this character returned to Mr. Palmer in that length of time being 775. When it is remembered that probably only a small proportion of the newspapers receiving this stuff take the trouble to send it to New York, the vast amount of copy sent out in this manner and the enormity of the evil can be more fully realized.

For several years past the bulk of the automobile advertising has sought the magazines. Not because the newspapers could not serve the manufacturers better, but largely because of the fact that millions of dollars worth of publicity was obtained from the papers without a cent of cost, while the magazines asked and received hard cash for the space they gave.

How shall those who have suffered from this evil and awakened to the realization of it get away from it? By hammering the life out of the evil and striking the hydra-headed monster every time a head appears. If you are receiving stuff from any agency that comes in this class, write every one of them a letter and ask to have your name taken from the mailing list immediately. Whenever any request is made for free publicity, write a dignified letter setting forth the fact that the space of a newspaper is its stock in trade; that is practically all it has of value to sell; that your newspaper is primarily a business enterprise and that you will be glad to do business on a business basis. Do not forget to call attention to the fact that hall rent, bill board publicity, office rent, stenographers, postage, and other expenses incident to promotion enterprises, all have to be paid for and that newspaper publicity is equally entitled to remuneration if it is desired for the project for which it is sought. A dignified letter of this kind will frequently set to thinking some who have thoughtlessly asked for free publicity and will often result in an advertising contract.

The different state departments have frequently asked for free newspaper mention, and the State Civil Service Commission used to send out its notices of examination all over the state and got practically all of the free publicity desired. Nearly two years ago I wrote a strong letter to the secretary, protesting against this way of doing business, and stating that the great state of Wisconsin ought to have money with which to pay for publicity of this kind. The letter was followed shortly by some classified advertising in the Eagle-Star. Other publishers did the same and quite a good many small advertising orders have gone out from that office since. A combined effort on the part of the publishers ought to result in similar action in other departments of the state and lead to more paid advertising.

In this connection, do not neglect to get after Uncle Sam. The national government is also one of the offenders of the free publicity kind. The post office department sends out regularly through its local post office officials notices for free advertising of examinations for the position of postmaster in the smaller offices. If a dignified letter were written by every newspaper to the proper department protesting and asking for business on a business basis, it would not be long before such letters would result in some action being taken by congress looking towards an appropriation for advertising by the postoffice department. The department of the interior also is an offender. In answer to a request for free advertising of government sale of reclaimed lands in Wyoming last February, I wrote the following letter to the director of the reclamation service:

"We are in receipt of some newspaper copy from your bureau regarding the auction sale of lots in the state of Wyoming, and containing a boost for the reclaimed lands which are claimed to be so productive after water is gotten upon them. We are surprised at the policy of the government in sending out this kind of stuff and asking for free publication in the newspapers of the country. From statistics which the government reports ought to verify, we know absolutely that in northern Wisconsin and Michigan the lands produce more value per acre in sugar beets than do the irrigated lands of Colorado. We believe the same conditions exist in comparison with other irrigated lands. Why the government should ask for free publicity from the newspapers to induce their readers to move to lands less productive than they can get right at home, and why this should be considered a good governmental policy, we fail to understand. If the government is in this kind of a land business it ought to pay for its advertising as others do."

I did not get an advertising order from the letter but it attracted sufficient attention to bring a three-page letter in reply.

Last fall a dairy show was held in Milwaukee. In response to the receipt of copy received regarding it, I sent the following letter:

"We are in receipt of some prepared matter from your association regarding the coming dairy show in October, which we presume is sent, with the expectation that it will be used by us for news copy. You pay good money for a place wherein to show, and for the necessary help and labor to carry on the show. You pay your publicity man for writing this publicity dope and Uncle Sam and the printers for the postage and stationery necessary to conduct the enterprise. The only stock in trade a newspaper has which yields a revenue is its advertising space. Don't you think you ought to pay the newspapers the same as you pay others for necessary expenses and not ask them to give you free publicity for a dairy show or for any other purpose? We are sure from what we know of the newspaper boys that in the long run you and other associations would do better to meet the newspapers on a square business basis. You may sneak in an occasional free story by the present methods, but it will not win like a square business deal. Think it over and see if you do not think the representative papers of the Wisconsin Daily League will be worth all and more to you then you would pay them for space bought in the regular manner."

This letter was not replied to. Probably the promoters found enough easy papers to give free publicity so that they did not think it worth while to buy space. But

suppose every paper in the state receiving the free stuff had written a similar letter. Don't you think that there would have been something doing among the officers of the dairy show? Many of the papers would doubtless have gotten at least a small advertising order. Such projects cannot exist without newspaper publicity. The newspapers have but to claim their rights with a unanimity which commands recognition and they will get them.

Some of you probably remember how the newspapers lost out some months ago in the new fad that arose, cooking in paper bags. There was a big magazine campaign and the newspapers were worked to the limit, with the result that a large amount of publicity was obtained for which nothing was paid and mainly through this unpaid for publicity the sale of the cooking bags was extremely large. It is true that a small amount of legitimate advertising was done in the newspapers; but it was inconsequential in quantity and much exceeded by the free stuff the papers ran. If the present methods are continued, the same thing may be done later along some other line.

After congress settled the location of the Panama exposition of 1915 letters were sent out (last December) from San Francisco, offering free plates for booming the project. The San Francisco people spent thousands of dollars to land the exposition but as soon as it was landed they started in to work the newspaper fraternity for all the free publicity they thought they needed to draw the crowds there three years hence. This is my answer to their request:

"We have your circular letter of December 7, offering to send us through the American Press Association plates for advertising your exposition in 1915. We cut out this kind of free publicity a long time ago. The only thing of any value we have to sell as a newspaper is our advertising space, and we know of no reason why people who wish to use it should not pay for it. If your exposition and other projects of that nature would arrange your publicity on a business basis, you could get more publicity for less money out of the ordinary legitimate newspapers of the country than you will by trying to work them for free space. Everything else in connection with the exposition you will be obliged to pay for in order to further its ends; is there any reason then why you should try to work the newspapers for advertising without paying anything for it? We always co-operate liberally with liberal advertisers, as do newspapers generally. If you are to meet us on a business basis, we will be glad to hear from you further."

No reply was received. Evidently the promoters found lots of easy marks who wanted to give away their space. How many of you fell for this confidence game? If the whole press of the country had refused the plates and asked for paid advertising, all would probably not have received it but many of them would, perhaps nearly all before the exposition was held. People will not pay for what they can get for nothing.

Among the press agents, some of the advertising agents are the worst, but few of them in these days will discriminate against the business publisher who refuses their request for free space. I have been told by good advertising managers that advertising agents have said to them that they had to ask for free readers for their clients but that they did not blame the publishers who refused and would not hold the refusals against them. In fact, most of the agencies have more respect for the publisher who refuses their request than for the one who is an easy mark and they certainly think his advertising space is of more value. The publisher who holds his space of so little worth as to give it away is usually judged by he standard he had set for himself. He will have a harder time to make contracts at a fair rate than the man who knows what his space is worth, does not give it away and demands full value. Here is a good sample letter which was written by Mr. Sturtevant of the Wausau Record-Herald to Lord & Thomas:

"We have your request for a column and a half of free advertising for the C. M. & St. P. railroad.

"We know of no reason why we should give free advertising to any one.

"The St. Paul railroad certainly would not carry us to Puget Sound and return without being paid for it.

"Lord & Thomas are not going to the expense of making this request of all newspapers in the state without being paid for it.

"Why should you expect us to do this work free of charge?

"A newspaper is a business institution. Its advertising space is its stock in trade. Why it should be expected to give it away is something we have never been able to comprehend.

"Your veiled threat that we would be left off the list of future advertising unless we used all or part of this article, is about as puerile a notion as has come to our notice for some years.

"If the C. M. & St. P. uses the Record-Herald, it is because it gets its money's worth; if it doesn't, it would not advertise with us, nor would we want it to.

"We inclose a circular containing resolutions and address along this line which further explains our position."

Prior to the meeting of the Wisconsin Daily League held April 23 last, I appointed one of the members of the league to prepare a paper on the "Advisability of Starting a Campaign Against the Free Publicity Evil." An able paper was presented by Mr. Hubbard of Beloit and following it the following resolutions were unanimously adopted by the league:

"Resolved, That this league of Wisconsin daily papers continue its work against the free publicity evil and that it urge all Wisconsin papers to assist in the work by refusing to publish any advertising without pay and to ask publishers to point out by personal letters the reason why newspapers should be treated as any commercial enterprise.

"Advertising space is the newspaper's stock in trade. There is no reason why it should be given to any one.

"The more free advertising, the less paid advertising."

The league further appropriated a sum of money to pay expenses and instructed its secretary to send the resolutions and the paper of Mr. Hubbard to all the Wisconsin newspapers and offer them sufficient copies for use to send to those who forward free reading requests. Quite a quantity of the circulars were sent out in response to this action. It is probable that because of this start I was asked to speak to you on the subject. If so, I rejoice that our labors have not been in vain; and I trust that the little leaven will leaven the whole lump of Wisconsin publishers until every one of them shall quit giving away his space.

Today we are in a measure the guests of the Milwaukee publishers. Perhaps courtesy should require silence,

but I cannot forbear speaking of the Milwaukee dailies in reference to the free publicity evil. Frankly speaking, I know of no newspapers anywhere who are so grossly guilty of giving away their space as the publishers in Wisconsin's metropolis. They have been labored with by some of the members of the Wisconsin Daily League but no marked impression has been made on them. The fact that they belong to the American Newspaper Publishers association and receive the bulletin I spoke of a short time ago makes their action the less forgivable. Those who belong to the local organization are equally as guilty as the others, and the only conclusion is that their organization has not yet become strong enough so they can get together and have mutual understandings. Some of them have claimed they have to do it because the others do and I am informed that what the local advertisers ask for (and frequently demand) cannot be safely refused. The result is thousands of dollars of free space given away to those who can well afford to and ought to be made to pay. The Milwaukee publishers should lay aside their private bickerings, forget their little grievances, cut out the free space and make their local and foreign advertisers as well pay them for what is now claimed as a right.

How the newspapers are imposed upon by the use of free plate service is illustrated in what the dentists tried to do about a year ago and in which they largely succeeded. The Western Newspaper Union sent out two pages of plates under the head of the "Care of the Teeth." It was good reading and much of it was doubtless true, but it was veiled advertising to help the business of the dentists, few of whom advertise locally and who ought to be made to pay the newspapers for whatever publicity they get. The stuff was originated by some state or national association and the local dentists were taxed generally $2 each, the money being used to pay the plate manufacturers and other necessary expenses. The newspapers were as usual expected to be accommodating and good fellows without pay and for the benefit of a profession better able to pay than they were to contribute.

During the past week nearly every publisher in Wisconsin has received from one of the plate houses an offer of free plates on behalf of the candidacy for president of Taft, Wilson and Roosevelt, accompanied with three postal cards on one of which to write an acceptance of the proposal. The publishers of Massachusetts some months ago adopted a resolution pledging the members not to use free plate service of any kind, either political or otherwise. The Wisconsin newspapers should take the same position. If you have not already asked for the free plates, do not do so. If you have thoughtlessly sent in an acceptance, recall it or ship back the plates that may have been sent to you. You cannot afford even for political principles to thus violate the rule against free publicity. Every editor in Wisconsin is capable of editing his own publication and of chosing what he shall use on behalf of his favorite candidate. Why let the political bosses crowd your columns with stuff that you probably will not read yourselves and which may be contrary in some small particulars to the policy you have adopted? and why thus prostitute your space? Teach the politicians that your space is worth money and that if they want to use it in their way and not defer to your judgment in the handling of political questions, they must pay for the space they utilize.

Fellow publishers, we have in our own hands and within our own power the regulation or abolition of the free publicity evil. First of all, a stiff back bone is necessary. Those of you who have job printing offices and have begun to install cost systems already have the necessary back bone. The rest of you have it if you only know it. Stiffen it up some and resolve from this day that you will not give away your newspaper space. Every time a free space proposition comes to you, write a letter stating your position and soliciting advertising on a business basis. It will take time and trouble but it is worth it. Unanimity of action along this line will accomplish wonders and in a short time the evil in this state will have become a thing of the past. But unanimity of action is necessary. A few of us can help but cannot do it alone. We must all work together. As a beginning, let us adopt resolutions here at this meeting against the evil. And when we go home let each of us do our part to carry out the spirit of the resolutions and to urge and help our fellow publishers who may not be here to do likewise. Eternal vigilance is the price of liberty and eternal vigilance, coupled with a stiff back bone and a willingness to help, is the price of advertising space, the price we are all looking for. That price can be obtained only by the abolition of the free publicity evil. A strong pull, a long pull and a pull all together and the price is ours. Let us claim our own.

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Golf Tournament of Chicago Printers

The second annual golf tournament of Chicago printers was held at the Hinsdale Golf club on Thursday, August 15. Seventy-five players participated, they representing nearly as many establishments.

The day was most beautiful and the course in excellent condition. Eighteen holes were played both in the morning and afternoon, and there were twenty prizes offered for the best scores and on special holes. The winners were:

Best 9 holes of day, gross, A. C. McFarland.
Second best 9 holes of day, gross, D. Campbell.
Best g holes of day, net, F. Bersbach.
Second best 9 holes of day, net, H. T. DeBower.
Best 18 holes, morning, gross, H. T. Smith.
Second best 18 holes, morning, gross, J. M. Tuttle.
Best 18 holes, morning, net, F. G. Campbell.
Second best 18 holes, morning, net, Wm. Campbell.
Best 18 holes, afternoon, gross, M. A. Donahue, Jr.
Second best 18 holes, afternoon, gross, G. D. Jones.
Best 18 holes, afternoon, net, W. A. Grant.
Second best 18 holes, afternoon, net, D. J. Malloy.
Best total of holes, 1-9-18 in one round, Robt. O. Law.
Second best total of holes, 1-9-18 in one round, Dr. T. M. Hardie.
Best total of holes, 4 and 14 in one round, C. W. Sherman.
Worst total of holes, 4 and 14 in one round, B. D. Stevens.
Freak hole, J. B. Seaman.
Player putting most balls in the pond during day, E. Mulligan.
Nearly the worst score, 18 holes, E. D. Moeng.
The very worst score, 18 holes, F. R. Warren.

Next year it is planned to not only have luncheon but a special dinner in the evening at which a number of the printers not playing golf will be invited to partake of this form of Country Club entertainment.

The committee in charge consisted of: Wm. A. Grant, chairman; Dana Slade, Herbert Templeton, Geo. M. Hill, D. W. Champlin.

Views as to the Impartiality and Reliability of the Press and News-Gathering and News Supplying Agencies—From Addresses Before the Newspaper Conference, University of Wisconsin, July 29 to August 1st.

"CAN THE IMPARTIALITY OF THE NEWS-GATHERING AND NEWS-SUPPLYING AGENCIES BE FAIRLY CHALLENGED?"

By Melville E. Stone, General Manager of the Associated Press

AM grateful to you for your invitation to come again to Madison. I do not feel that I am a stranger to your city. A great-uncle of mine, the Rev. William Maine Fox, of blessed memory, was one of your early citizens, and his descendants, cousins of mine in one degree or another, constitute a considerable fraction of the population of Dane county.

Interesting Historical Facts

Moreover, but for one of those curious episodes which serve to give dramatic interest to historical study, either you would have been fellow-citizens of my native state, Illinois, or I should have spent far the greater portion of my life in Wisconsin. When the immortal ordinance of 1787 for the governance of the Northwest Territory was passed by Congress, provision was made for three states. As to Illinois, however, there was a condition — that when admitted to the Union, its northern boundary might run to Lake Superior, or it might stop at a line drawn east and west through the southern bend of Lake Michigan. In 1818, Judge Pope, Illinois' delegate in Congress, introduced a bill for the admission of his territory, and to the surprise of everyone, fixed its northern boundary at 42° 30′ north latitude, the present southern line of Wisconsin. This, as you will note, took from your state the fourteen northern counties of what is now the state of Illinois, and included the city of Chicago. There was a sharp fight over the matter, but Judge Pope carried the day. And upon a very interesting argument. In that day there were no railways, and the waterways constituted the important channels of commerce. The danger, said the Judge, is that the Union may one day develop a contest between the North and the South. If so, and you make the latitude of the southern end of Lake Michigan the northern boundary of Illinois, Illinois must become a Southern state, because then all of its waterways will tend southward into the Mississippi. But if you include the territory north of Chicago, you will cross the watershed and take in a section whose waters flow into the great lakes and the St. Lawrence. And thus you will give to the state of Illinois an interest in both North and South and lay upon her an obligation to hold the union of states together.

How curiously prophetic was this view seems apparent to us Illinoisans when we remember that in the previsioned hour we gave you Lincoln and Grant, the two men who met the great obligation which Pope laid upon us.

Impartiality of News Gathering

But I am here to talk of something else. I am asked to answer the question, "Can the Impartiality of the News-Gathering and News-Supplying Agencies Be Fairly Challenged?" To me, of course, as to any right-minded person, such an inquiry is about as courteous as if you should meet me with the salutation: "Are you a burglar?" or "Do you belong in the penitentiary?" But we shall not quarrel. We shall not divide upon the amenities. I am quite ready to waive all sense of propriety as to the form you have given to the topic, and to recognize that the institution I represent has a public character — a large responsibility — and is fairly subject to inquiry. Also, the fact that it is the object of ill-informed and, at times, ungracious attack, from which your own people have not been altogether free, makes me welcome an opportunity to face you and tell you the truth.

I am particularly pleased with this forum. At this university, for seven years, an honored cousin of mine was your professor of law, and for another seven years one of your regents. I shall not soon forget that at your jubilee, but little more than eight years ago, he said of your mission that it was to develop "learning, intellect, character, but the best of these character." As Edmund Burke would have said, it is, unless you have fallen from grace, a "great court of magistracy." So it is with confidence I submit my cause.

The Associated Press

I should be very glad if The Associated Press, its purposes and its practices, were better understood. I mean better understood both by reader and editor. The institution bears a very important relation to American life, and is, I am sure, well worth your study. Its telegrams are printed primarily in over 800 daily newspapers, and are copied or rewritten in unnumbered thousands of other daily, weekly or monthly publications. It is doubtless safe to say they are read by over three-fourths of the people of the land, and that from the intelligence they convey, practically everyone gathers his information respecting current events.

I have no thought of detaining you with any tedious essay on its work, but must content myself with a very few general observations. I am sure you will all agree that it is important, to use no stronger word, that your market reports, for example, be trustworthy. Well, what assurance have you, not only that the reports of The Associated Press are honest, but that out of the necessities of the case, they must be more certain of accuracy than any other market reports?

One good reason grows out of the magnitude of the association's work. I know there are persons who think it would be better to have a half dozen small agencies acting in sharp competition, but I venture to suggest that this is a mistake. Such rivalry would doubtless tend to the greatest celerity in gathering the news. But such rivalry would not, from any point of view, tend to greater accuracy. And it is far less important that you get prompt news than that you get true news. However desirable it may be to be first in the field in the presentation of news, and I do not undervalue this feature of our work, still I regard its reputation for truthfulness and strict impartiality as the best asset of The Associated Press.

And I insist that no smaller agency can possibly give as great a guarantee for accuracy or impartiality. First, there are the traditions of half a century which must be lived up to. This spirit which animates every one in the service is a good deal, but naturally it is not all. More important is the fact that every telegram of The Associated Press is subjected to such a degree of censorship as to make untruthful or biased reports practically impossible.

Everyone familiar with our work knows that it is utterly impossible for anyone in the service, from the general manager to the least important agent at the most remote point, to send out an untruthful dispatch and

escape detection. You may write a biased or inaccurate statement for a newspaper and "get away with it," but you cannot do it with the argus-eyed millions who read the dispatches of The Associated Press. Obviously then, the very magnitude of The Associated Press work tends to make truthfulness and impartiality in the service imperative. It cannot be used to "grind anyone's ax," to serve any special interest, or to help any political party or faction or propaganda. I am not laying claim to any great virtue. I am saying that, under its system of operation and in view of the millions of critics passing upon its work, The Associated Press is automatically truthful and fair. If you hear a man whining that The Associated Press is run in the interest of this party or that you may put it down that what he wants is not fair play, but a leaning his way.

But The Associated Press is something more than a mere town gossip. It is the great forum in which the vital questions arising in our democratic form of government are debated. Taking no part in any controversy, neither advocating nor opposing the view of the contestants for public approval, it furnishes them an avenue through which they may reach the people, with the assurance that they shall have absolutely fair treatment — that it is a case of a free field and no favor. It is easy to be just in this matter, but it is not always easy to convince partisans wrought up to a fine frenzy, with quickened prejudice and a burning desire that the latent but unusable power of the organization be employed in their behalf — it is not always easy, I say, to convince such people that we are fair. When both sides are attacking us, as not infrequently is the case, I assume that we are not far wrong. It is worth noting that at the close of each presidential campaign for years, both candidates have borne public testimony to the impartial treatment they have received at the hands of The Associated Press. In this way the report of the association becomes the "melting pot" of American public opinion. Every sort of suggestion is tossed into the seething caldron of debate, and the amalgam which comes forth is the majestic mandate of a great self-governing people. Not that The Associated Press seeks in any way to give form to the outcome, but by furnishing the basic facts it makes possible the alchemy which creates a co-ordinated national idea.

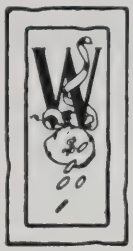
Finally, the business of news gathering has a distinct moral value. Notwithstanding all I have said about the impartiality of the association, and notwithstanding the fact that it takes no part for either side in any controversy, it nevertheless has an enormous influence upon American life. Adopting the terminology of our medical friends, "We cure diseases upon the body politic by the aseptic and not by the antiseptic method."

Given a correct environment, we leave nature to do the rest. If with the truth before them, the people choose to go wrong, that is their affair, not ours. We furnish an atmosphere of truth which necessarily purifies the cesspool of corruption. We furnish the light which flames out into the dark places and makes impossible "treason, strategem and spoils." It is our purpose to furnish the pure stream which threads it way through the confused tanglewood of discordant opinion and conflicting assertion. If eternal vigilance is the price of liberty, then the ceaseless vigil of The Associated Press must have very high value in our republic.

These be our purposes. This is our intent. There are limitations upon our work such as are common to all human endeavor, but with the censorship which is upon us, I am happy in the belief that we come measurably near filling our mission.

CAN THE IMPARTIALITY OF THE NEWS-GATHERING AND NEWS-SUPPLYING AGENCIES BE FAIRLY CHALLENGED?

By A. M. Simons, Editor The Coming Nation, Tuesday Evening, July 30



WHAT we want to know is whether the news agencies can be impartial in the telling of news whose effect upon different social classes is helpful or destructive. Can a news agency that caters to papers controlled by financiers owning Russian bonds tell the truth about the beast-like ferocity of the Russian government? Can a news agency that sells its product to employers tell the truth about unions, strikes, boycotts and black-lists? Can a news agency that gets its information through the Los Angeles Times tell the truth about the labor struggle in that city? Can a news agency, most of whose patrons are tariff-protected, tell the truth about Lawrence, Mass.? Can we expect the facts and only the facts about a political movement that is trying to abolish profits from press and news agencies that depend upon the profit system for existence?

These are the questions that are of importance in a discussion of news-gathering and news-distributing agencies.

On a great many things there is no questioning of the impartiality of news-gathering and news-supplying agencies. A cyclone, flood or earthquake, church conferences, murders and suicides, society news and sporting events can be described with fairly complete accuracy and not arouse antagonism on the part of any influential portion of society. Perhaps this is why so many editors insist that these events make up the news that the public demands.

But the whole world that we call civilized is cleft into two sharp divisions that are growing ever sharper, and it is on subjects that concern this division that the question of impartiality is raised. In Persia, Japan, Turkey and China, as well as in Germany, Great Britain and the United States, the great masses who work with hand and brain are challenging the right of a few to live without work by virtue of ownership.

Here is the only point where impartiality is of any importance. It does not matter so much whether news agencies are impartial in reporting murders, prize fights and earthquakes. But the fate of society itself rests in no small degree on the question whether events that touch this great class struggle can be impartially reported.

The printed word is the most powerful engine of social control. It places in the minds of millions the ideas that come forth as actions at the ballot box, in labor and civic organizations and in all the machinery of political and industrial government. Then we are coolly asked to believe that those who have this engine in their power do not use it when their means of existence are threatened. Newspaper men who tell us that, must, like the Roman augurs, find it hard to keep their faces straight when two of them meet.

The great class struggle of today is over the question of whether profits shall cease. Are we to believe that the owners of newspaper corporations will neglect an opportunity to defend a system that rests upon profits?

When news passes national lines it is subjected to another sifting, and always it is the class lines that define the meshes in the sieve. In every European nation the news center is at the capital. A large portion of the news must be obtained from official sources. The first

information of wars and rumors of wars, treaties, naval and military affairs, projected legislation, court gossip and governmental activities of all kinds comes from those who are interested in maintaining things as they are.

Consequently, the most important events come unannounced. News agencies never foretell revolutions. To do so would shut off news sources.

Such tremendously important events as the Portuguese revolution come like a blaze of lightning from a sky unflecked with clouds. In this instance so long as there was the remotest possibility of the restoration of the wretched debauchee that had sat upon the throne, readers of newspapers in the greatest republic in the world were reading news dispatches obviously twisted to favor royalty. Even now a whisper that this half-imbecile neurotic has found funds with which to start a riot on the frontier of Portugal is given more importance than the story of a movement involving tens of thousands of Portuguese workingmen. The reason for this is found in the fact that from a host of other European capitals news is still controlled by those who wish to maintain monarchies.

But it is Russia that presents the most terrible example of news suppression and distortion in the interest of royal murderers. I think that it is generally agreed that the "Reign of Terror" was an event at least worthy of mention in contemporary newspapers. Official documents presented to the Russian duma show that more people have been shot, whipped to death, and even killed by slow, lingering torture by officials of the Russian government since the Russo-Japanese war than were killed during the whole French Revolution. But scarce a whisper of these things is permitted to come over the cables controlled by news agencies.

Mediaeval tortures have been revived and new terrors invented to tear at human nerves. Men, women and children have been subjected by thousands to indescribable and unmentionable outrages, that a blood-thirsty beast may continue to rule over millions of helpless peasants, and that interest may be paid to bond holders in America and other countries. I hope no one will be foolish enough to deny these facts. I hope that no newspaper man at least will deny the competency of such men as Kellogg, Durand, Ernest Poole, Leroy Scott and half a dozen more writers and correspondents of worldwide reputation to describe with accuracy the events they saw. Some of these have been connected with news agencies and newspapers. All of those mentioned have personally assured me that it is absolutely impossible to get the truth about these things handled by any news agency, or printed in any newspaper aside from those few owned and controlled by workingmen and women, or by the still fewer radical individuals.

Search the papers of today and see how much you can learn about the great newspaper strike in Chicago. See if you can learn from any news agency that something very like a revolution is taking place in newspaper affairs in the second largest city on this continent. See if the news agencies have impartially told the people of this country that a whole city is refusing to buy the papers it has bought for years, that by this refusal newspaper properties worth millions are being wiped out of existence and other properties being created. And in those events that are so carefully suppressed by those who pretend to bring us the news read the judgment passed by several hundred thousand men and women of Chicago upon the capitalist press of that city.

In San Diego, Cal., men and women have been shot, clubbed, thrown into prison and there tortured, drugged, deprived of food and water, almost cooked with steam, drenched with fire hose, and maltreated in almost every way that inhuman ingenuity could suggest. This has gone on for months. During this time the city has been in the control of a brutal, property-crazed mob of bankers, lawyers, merchants and manufacturers.

Nor is the San Diego mob acting alone. Its leaders are active members of an organization that, if it were composed of laborers would be called a "modern conspiracy society." The name of this organization is the "Merchants' and Manufacturers' Association." Its members have been guilty of similar outrages in Gray's Harbor, Wash., and have threatened them elsewhere.

Will anyone here dare tell me that the actions of this law-defying, murderous mob have been impartially told by the news agencies of this county? Will it be claimed by the head of either the "A. P." or the "U. P." that as much has been put upon the wires concerning these things as there would have been had General Otis or John D. Spreckles been the victims instead of the instigators of these outrages?

Some months ago the news agencies carried a story that strikers at Lawrence, Mass., had tried to blow up certain buildings with dynamite and that the dynamite had been found by the police. It was supposed that this dynamite had been planted by men made desperate by the horrible conditions that a government investigation has just uncovered. I pause here to remark that the report of the committee describing these conditions has also been suppressed, and that no news agency has shown itself enterprising enough to send out any adequate summary of its contents.

But to return to our dynamite. A few weeks ago John J. Breen, school commissioner and prominent member of the leading Catholic church of Lawrence (from neither of which positions has he been removed), and close friend of the mill-owners, confessed that he planted the dynamite where it was found by the police. He did this for the diabolical purpose of throwing discredit, and if possible, accomplishing the imprisonment or execution of those who were striving to prevent the steady crushing of the lives of women and children at starvation wages.

Again I ask, did the "A. P." or the "U. P." give as great prominence to the story of the confession and implied guilt of the mill-owners in the planting of dynamite as they did to the black lie in its original form when its publication threw disgrace upon the workers?

The stories of the administration of Milwaukee, while it was in Socialist control, were a caricature of the truth, so much so that it was found necessary to establish a weekly bulletin, or press service, scarcely an issue of which did not contain a correction of some news agency story.

Well, what are you going to do about it?

Do not expect any patent medicine remedy from me. I have none. There is no way to do away with class-consciousness, class-bias and class-censored news while class interests are antagonistic on such vital points. We may lie to ourselves and to each other and try to make ourselves believe that there will be peace if we but cry the word often enough. We may even be so completely blinded by the interests of our own class as to paraphrase the saying of Louis of France, "L'etat c'est moi," and to so stoutly affirm that our class is all, and therefore there can be no classes, that we will believe the statement ourselves. The result of that policy in France is not particularly encouraging to those who would follow it today.

What will happen, because it is already happening, and this in every country where these conditions exist, is that the protesting, revolting class will establish its own newspapers. These at first are weak, amateurish, struggling things. But the fact that they tell a host of things that are censored out of the powerful ruling-class press, and that those things are just what the majority of mankind and womankind want to read will give them strength. It has worked to this end until in many European nations this press is as large and as powerful as the press that reflects ruling-class interest, and it has gained that position because of the fact of the class struggle and the class bias to which the ostrich press has blinded its eyes. The most widely circulated newspaper in Denmark is Socialdemokraten, and certainly the powerful German Socialist press will compare favorably with any papers published in that country. When I compare the slow and painful steps by which these papers gained their position with the swift strides made by the Socialist press in this country, I can foresee without claiming relationship with the prophets that the years will be few indeed before there will be a similar press in this country, ranking equally high.

This press, already more thoroughly international than any other in the world, is about to establish its own world-wide news agency. This step has been discussed for several years. It is fairly certain that the organization will be formed next summer at the International Socialist and Trade Union Congress to be held in Vienna.

But I told you that I had no patent medicine cure-all for class journalism while classes remained, and I hope no one has gained the impression that I am claiming that this Socialist and labor press possesses an impartiality that cannot be challenged. It is frankly a class press, and it is in this fundamental frankness that it differs most of all from the ruling-class press. The press of the revolting class, I repeat, does not pretend to be impartial, and in that fact lies its fundamental honesty. It is not built upon a lie.

When it comes to gathering the news it cannot be impartial. Its energies and its space, as well as the interests it serves, compel it to choose from among the mighty totality of events that fill time and space. It chooses those of most interest to the class it serves. It interprets that news in the manner that will best serve the material interests of the working-class. Some of its defenders may sometimes have imbibed so much of the capitalist class-consciousness around them as to deny this fact. But this is foolish as well as false.

The one thing that gives to the press of revolt a more favorable position in this class treatment of news is that it, while recognizing classes, is fighting for the classless state, while the ruling-class press, while denying the existence of classes, is defending and seeking to maintain the class state and a class-ruled society.

When these protesting papers shall have told the truth to a majority of the people, and shall have persuaded them to abolish a class-ruled society, it will then be possible to have a press and news agencies whose impartiality cannot be challenged.

The first germs of that classless press are now struggling to be born. This is the explanation of those papers that seek refuge in socially controlled institutions. Such are the municipally and other governmentally owned papers. Such also are those published by educational institutions.

Both of these will develop in the future. It is natural that as government becomes less of a policeman and more of a servant, that it should do more things for us. As its functions extend industrially and socially it becomes a greater and greater center of interest — of news. It has more things to tell its rulers, the people. There are more things the people want to talk over through their government. So the Los Angeles experiment in municipal journalism is but the beginning in this country of a movement already gathering strength in other countries and destined to play an important part in the journalistic world everywhere.

The educational institution is another center of news. There is no more important news than that which tells of man's conquests over Nature, of the victories of the mind. These are the things that measure the degree of social progress. The time will come when these things will not be shut out from the multitude by an unintelligible vocabulary and limited editions, nor when they will be seen only through the distorted pages of "Sunday Supplement Science." Hence the university is the natural center for another social press.

The school of journalism furnishes the logical link between the pedantry of the professor and the sensationalism of the journalist. The professionally educated writer, with the university background, can interpret the work of investigators to the world, and bring to bear upon the news of the world the discriminating skill of journalist and scientist alike. When the social function of institutions of education is better comprehended this publicity work will be recognized as one of the fundamental purposes of a university.

Yet while class rule exists any university that tried to tell the truth, and any considerable and important portion of the truth about class domination and exploitation, would find itself in serious difficulties. Only when there is no class whose existence and profit depends upon ignorance and deceit can the university newspaper deal with contemporary facts as impartially as it now deals with the facts of the stone and bronze age.

Along these lines, then, the problem of a free press is being worked out. Each phase of development is contributing something to the bringing of a class society, and is preparing the institutions that shall perform the function of an impartial press in that day.

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"HOW IS NEWS SERVICE AFFECTED BY —

1. The Constantly Increasing Cost of the Newspaper Plant? 2. The Increasing Proportion of Total Newspaper Revenue Derived from the Advertisers? 3. The Non-Journalistic Interests of the Capitalist Owner?"

By Don Seitz, New York World

THE first question I am asked is "How is News Service Affected by the Constantly Increasing Cost of the Newspaper Plant?" To begin with, this is a false premise. The cost of the newspaper plant is not constantly increasing except as the news value of a publication makes it necessary to expand. Newspaper machinery while expensive primarily is very enduring. We have presses in The World office that are now twenty-five years old and still do an honest day's work. We have had linotype machines last successfully for twenty years and the Lanston monotype machine, furnishing us as it does with freshfaced type every day for our advertising columns, does away with the old waste of renewal at the type foundry. Newspaper plants are expensive only relatively. When meas-

ured by efficiency, while costly in the initiative, are extremely economical from a standpoint of production. Otherwise how would it be possible to produce the marvelous one-cent newspapers of today such as dominate the field in New York and Chicago? The cheap newspaper is only cheap because its mechanical co-ordination is economical. If the great plants of the metropolitan dailies look expensive from the standpoint of dollars and cents they are warranted by the results attendant. The framer of the question should remember that the news service was on the ground ahead of the printer and his device. It is the expansion of the news service that has made the expansive plant possible and profitable. There is no cheap and easy way left, of course, to start a great daily, but this is only because the field is so thoroughly well guarded by its present possessors. It is the cost of the news service and not the cost of the plant that makes starting a newspaper difficult. Three-fifths of the cost of operating a modern daily are what might be called overhead charges. I mean by that, news service, editorial writers, pictures, cablegrams, and the various bureaus. The mechanical side only represents two-fifths of the remainder. I do not know a single progressive newspaper that is not constantly increasing its news outlay far faster than it piles up its mechanical expediture. The wise editor knows that it is the news that sells the paper and not the press that prints it.

The second query: "How is the Service Affected by the Increasing Proportion of Total Newspaper Revenue Derived From the Advertisers?" It is only affected by the extent to which the various revenues enable it to spend more money for news and better editorial service. Only the common practice of selling newspapers for one cent has had the effect of cutting down the proportion of the revenue. I should say that in a normal, energetic establishment, the advertising would be about two-thirds of the revenue, leaving about one-third to come from the circulation. The margin of profit on a one-cent newspaper is of course very slight over the cost of white paper. This does not apply, however, to the Sunday paper, which is an important adjunct of all the large dailies, and where the circulation profit remains an extremely important factor. But the advertising, it must be remembered, comes only with the newspaper's success as a newspaper. The theory that limber liars in the guise of advertising solicitors and circulation fakirs go out and impose upon the business public and thus secure the advertising which appears daily is another delusion. Advertising is about the closest kind of a business proposition. The large department stores spend their money in exact percentages laid against the value of their wares, usually about three and one-half per cent of their gross business. Experience has taught the good advertiser that he must create a current of interest and he has learned that the only way to do this is by intelligently presenting his values and stock to the public in a convenient way. There is no greater convenience than the daily newspaper which is widely read, and it is relied upon to furnish these daily bulletins of business, thereby saving research and sign-hunting by the busy public. Perhaps the framer of the question had in mind the thought that the increasing advertising in some way molds the opinions, news service or editorial energy of the paper. This is another foolish thought. If there is merit in proportion, and I think there is, the more business a newspaper gets the stronger it becomes: more powerful and more independent. It is giving value received to the advertiser and does not truckle to him or dispose itself to secure his business. In short it commands and does not obey. If the theorists would think logically for a few minutes they would see the correctness of this proposition. The strong newspaper acquires its power on a basis of public confidence. The advertiser finds a constituency which has faith in its newspaper much more productive of business results than a subsidized sheet could possibly find. Not only do advertisers not run the policy of newspapers, but they seldom or never try. I have been for twenty years in the business office of the New York World and I do not recall a half dozen attempts on the part of advertisers to influence it, and of these attempts only one was a matter of public concern about which there were two very fair opinions. We did not accept the advertisers' view. It is some five years since I have had an advertiser ask me to do anything even in his personal interests, unless perhaps to print a wedding notice, or the mention of some social affair, and in this I rather think the editors treated him more shabbily than if it had been someone else. Good editors are not interfered with on great newspapers. If they were there would be neither good editors nor great newspapers.

The third question asked: "How is News Service Affected by the Non-journalistic Interests of the Capitalist Owner?" This is one of the shibboleths that come piping regularly out of Wisconsin. In my wide range of newspaper acquaintance I do not know any capitalist owners, nor do I know any successful newspapers that are not owned by themselves. It is not possible for a newspaper to be successful, run in a private interest. The newspaper is a public concern and when it ceases to serve the public it ceases to be a successful newspaper. A good many men have tried to start newspapers or have bought newspapers with the idea that they could in some way manipulate them to a private interest. The result has always been disastrous. The very few capitalists I have known who went into the newspaper to help out a poor editor lost their money and were sorry they ever played with the game. It ought to be clear to the average mind that a newspaper is the one thing in the world that is run in the open. It prints what it has to say where everybody has access to it, on the open page. The newspaper costs very little money, and the poorest man or woman finds it within his or her reach. There is no excuse at all for anybody being deceived by what appears on the printed page. Moreover, in no business or profession is there such rivalry as in that of making newspapers, and if the editor or capitalist proprietor should try to mask something he would soon find it torn away and laid naked to the world. This Wisconsin cry about capitalist ownership interests me mildly because I would like to know what it is based upon. Who are the editors whose minds are perverted? What reporters are compelled to write against their will? It would be interesting to have a list made for further analysis. The peculiarity of the newspaper lies in the fact that it more than any other is an unshaped article. I mean that it must conform to the news. It cannot remake it or remodel it. It can and does make mistakes, but that is the limit of its possibilities. The manufacturer can turn out an article of a peculiar pattern while the newspaper can only print what it finds and can only convey the result to its waiting public. The editorial opinion it seeks to build must be made good with fact and reason and not by mere assertion. In short it is an advertising medium both in presenting news, issues, and trade. The newspaper can have no other purpose and be a newspaper and if it is not a newspaper it will die.

"IS THE NEWSPAPER READING PUBLIC GETTING ALL THE TRUTH IT IS ENTITLED TO?"

Abstract of Address of Levy S. Richards, Editor of The Boston Common, Given at the Session of Tuesday, A. M., July 30

It seems to me that the entire question at issue in this conference hinges upon the point of view. If a newspaper or magazine is private property not specially affected with a public interest; if its conduct is on a par with the undertaking of the grocer, simply the selling of a commodity, then it is none of our business what stock the publisher offers for sale, though, as we require the grocer to be careful how he disperses doped foods, I suppose we may equally ask the police power to draw a line on tainted news.

Back of this, however, is another question. Are we democrats or aristocrats? Do we believe in government of, for and by the people or in government of the people by a representative part of the people chiefly for the benefit of the people who do the governing?

If we accept the aristocratic concept, it becomes entirely consistent for us to have a newspaper press which tells us what the governing class thinks is proper for us to know and which suppresses, or distorts or slants the information which that class, from whatever motive, deems unsuited for widespread currency.

To illustrate: I was in Rochester, N. Y., when the panic of 1907 arose. That winter many industries reduced their working force. There were much unemployment, destitution and suffering. The men at the top, the bankers and big advertisers, conspired with the publishers to print misleading fiction about how lovely conditions were, and for months the newspapers there, and I suspect elsewhere, were largely filled with humbug.

It was the same in a smallpox epidemic. The advertisers cried: "For God's sake, don't print this news or our store trade will be ruined." And, with one exception, the Rochester publishers didn't. That exception lost a lot of advertising but he happened to have an absentee financial backing which permitted him to survive. In certain other directions he, too, obeys the pull of the special interest string.

In both these instances which are cited, simply because they are typical, and which could be multiplied indefinitely, the motive of the suppression was not entirely selfish. It had in it some element of public spirit. It was probably more creditable than that of the typical political boss of Rochester, who practically censors all important political information printed in the Rochester newspapers. He does this, of course, as bosses usually do, by the expedient of having his banking friends loan the publisher money or by appointing or promising to appoint some one on the paper or the friend of that one to a political berth or by skilful use of the political advertising, or by other and more subtle forms of temptation or pressure, the narration of which here would occupy too much time.

But, whatever the motive, it involved the viewpoint that the newspaper is a private institution, to be conducted as its owner sees fit; to be used to gull the public if gulling best serves the owner's interest. And it also involves the viewpoint that a selected list of men, the men who are in power, may decide without a referendum, what the people at large shall have as news.

The whole basis of the present insurrection against the controlled press is a democratic impulse toward freedom. Those on the outside are learning, what those on the inside who are socially conscious have long sweated under, that much of our fine rhetoric about the freedom of the press is buncombe; and they are coming to demand of newspaper makers, as of law makers and judges and public servants of every kind, a better brand of public service. They want to know.

I am not assigned to talk of remedies, to offer constructive suggestions. But I will trespass to say that I believe we shall never get through the woods on this journey until we have the public newspaper. There are some private newspapers today which measure high in public spirit and public service. There will be more tomorrow. If I have emphasized defects it is because we may assume that the virtues of our present press are sufficiently understood. But not until we have the public interest in publicity assured through public newspapers can we have a certainty of public control. The public newspaper is a logical and necessary complement of the public school.

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The World's Greatest Transition-Period in Its Relation to the Printed Word

An Address Delivered Before the First National Convention of the Fifty-Years-in-Business Club, at Nashville, Tenn., by Harry Albro' Woodworth, Editor of Brains and Publicity, Department Editor of the National Printer-Journalist

Concluded from August Issue

"The new lightning double octuple newspaper perfecting press of the Boston Post has a capacity of 300,000 eight-page papers an hour, and turns out other products proportionately, all folded, cut, pasted, and counted. It can also print up to four colors and black. Running at a speed of over 300 revolutions of the cylinders a minute, and using eight rolls of paper, the speed of printing is at the rate of 108 miles an hour with paper six feet wide, or 216 miles an hour with paper three feet wide.

"It has been said of the modern Hoe press, handling a weak web of paper in the way it does, that though it has the strength of a thousand giants, though its arms are of steel and its motions are as rapid as lightning, its touch is as tender as that of a woman when she carries her babe. This combination of strength and lightness of touch is characteristic of many of the inventions of this age of marvels to which the tales of the Arabian Nights are insipid and tame.

"The modern newspaper would indeed be in a bad way were it not for the recent development of another invention about one hundred years old—that of stereotyping. Not much could be done by its aid in the days when a stereotype plate was made from a clay mold. It was, as I have said, the invention of a papier mache matrix that made curved stereotype plates possible, and that led the larger newspapers to cease for good to use type to any extent for the purpose of printing. The old stereotypy entailed the performance of hard labor under conditions of awful heat; but now the invention of the autoplate by Henry A. Wise Wood has obviated these great drawbacks, besides making a most remarkable increase in speed. The amount of work done by the autoplate could not be done by the hand method of plate making by less than thirty-five men, and even with so large a force the saving of time made possible by the autoplate could not have been obtained, for eight matrices instead of but one would be required.

"Photo-engraving has brought about a great revolution in newspaper and magazine illustration—the most

revolutionary part of which has taken place during very recent years. More than fifty years ago such newspapers as the New York Herald were illustrated, sometimes even copiously, by means of wood cuts, such as were later so effectively used to illustrate war scenes in Harper's Weekly and Frank Leslie's Illustrated Newspaper. The reason that there was such a hiatus in daily newspaper illustration is simply because this process, besides being expensive, was too slow for the "speedy" age that came with improvements in printing machinery, in transmission of news and in transportation. The New York Graphic started an illustrated daily in 1873, using the lithographic process, but failed because this was altogether too slow to be used with a successful daily.

"The first zinc etchings used in a publication were possibly those that appeared in the London Graphic, that famous weekly illustrated paper, in 1876, but it was some years before the daily newspapers awoke to the possibilities of the process. In 1881 Gribayedeyoff, the famous pen-and-ink artist, drew a full page of celebrities which the New York World reproduced by the zinc-etching process. This caused a great sensation after such a long break in newspaper illustration. The first halftone is supposed to have been printed in the Century in 1882." (Mr. Woodworth then gave a brief explanation of the various engraving processes, including the very modern "three-color" halftone process, which has so largely supplanted color lithography, and developments based on this process; and he also noted the part electrotyping is playing in modern printing. After referring to the work of the New York Tribune and other papers in developing fast printing from "set-in" halftone plates, and stereotypes from halftones, the speaker told of how the colored supplement was born, as related to him by H. S. Brooks, president of the Elmira (N. Y.) Telegraph Company.)

"The Elmira Telegram," said Mr. Woodworth, "has always been one of the brightest newspapers in the United States. It is one of the exponents of a modern idea of journalism that, according to some authorities, is an exemplification of what the newspaper of the future will be. It has weekly editions for different cities, some of them a long way from Elmira. The advertisements in these editions are mostly of merchants in the respective cities in which they are circulated, and the local comment of the brilliant correspondents employed in the various cities easily obtains what Shakespeare calls 'a local habitation and a name' for the Elmira Telegram over a wide territory. Naturally, such a paper has always been on the alert for any modern development in the field of popular journalism.

"From the time the Telegram started in 1879 it began to experiment in modern typography in the effort to obtain some 'newspaper novelty' to increase its sales. The Telegram lays claim to being the first paper in this country that ever produced anything approaching modern color work on a perfecting press.

"Possibly papers had been printed in one color on the perfecting press before the Fourth of July, 1890, although it is doubtful. This was the day selected to have the paper appear in the national colors. When the printing fraternity in glancing at the paper saw a page that was entirely red, they no doubt simply said, 'This is easy. They simply put the red ink in the fountain of the press, and started up.'

"But, here was the 'sticker,' and a real one at that time, and no mistake. How did they print red flags and blue shields and stars on the same page? Mr. Brooks gave me one of these issues of the Telegram, and I can see what a puzzle it must have been to the craft.

"One of Hoe's men visited Elmira three days after this issue of the Telegram appeared. He was willing to pay a royalty on the process if it was patented; admitted that he had never heard of such a thing, but that it had 'great possibilities,' and he wanted to know all about it.

"I know that a good many of you in this audience are printers, and so I will state that at that period of the history they were using two single-deck Bullock presses. Printing two colors on this press at one time was the invention of an ingenious machinist in the Telegram's employ named Wood.

"When Mr. Brooks told Mr. Wood what he wanted to accomplish he rigged up an appliance that looked something like a Dick mailing machine (and most of you that have been in printing offices for any length of time know what that is), only much larger.

"The ink was placed in the back part of the appliance—where the paste is placed in a mailing machine—and was fed through a small fountain to a 'felt roller.' This felt roller soaked up the ink and passed it on to a large 'rubber stamp' wheel bearing the different designs on the edges of the paper.

"Then they rigged up seats right behind the roll of paper back of the press, and placed on each side of the press a trusty lad to hold the rubber roller bearing the colored design on each edge of the roll as it unwound and passed on into the press to be printed.

"The ink was a concoction of some kind mixed for the occasion by a local bookbinder. It had to be pretty thin to flow fast enough, as the presses were speeded up to 14,000 revolutions an hour.

"Mr. Brooks told me, with a hearty laugh, that I should have seen those boys when the last run was completed. The thin ink and the high speed at which the rubber cylinders revolved threw a fine spray of colored ink in a streak from their hips to the top of their heads, so that they must have resembled that present-day comic supplement hero 'Flip.' 'You can imagine their personal appearance after an all-night run,' said Mr. Brooks. 'You had to see them to appreciate it. It took weeks to get the different faces bleached out again.'

"'When I introduced "the man from Hoe's" to our crude arrangement for color printing,' said Mr. Brooks, 'he indulged in the profane but rather pointed observation:

"'"Well, hell—it takes you countrymen to give us city fellers pointers."'

"Then, Mr. Brooks informed me, the Hoe representative 'cracked a cold quart' with him and returned to the metropolis. It is just as I said in the early part of this address. The inventor sometimes does not get all that should be coming to him; he should have a warm bird in addition.

"In about a week the New York World's 'yellow kid' put in an appearance. He was brought into reduplicated being by exactly the same method as the Telegram employed, except that they attached what was called in those days a 'dauber' direct to the Hoe presses just above the printing cylinders instead of turning boys into 'red' and 'blue kids.'

"Color printing on perfecting presses commenced from the day that the Telegram set this crude example.

"As far back as 1835 the elder James Gordon Bennett started a 'pony express' for getting the Washington news for his new paper, the New York Herald, and later had a line of fast sailing vessels for the same purpose. But even he would be surprised at the speed with which the news is gathered from even the remotest parts of the globe at the present day, and is disseminated by means of record-breaking automobiles and trains. In this advance

the paper he founded, which is now owned by his son and edited from Paris by him, has played a very considerable part, having more than any other paper encouraged invention in the newspaper field.

"Ever since its founding in 1835 the Herald has been on the 'qui vive' for new methods and processes, especially devoting itself to perfecting means for the collection of news. When Morse invented the magnetic telegraph the Herald was the first newspaper to commend his enterprise, urging the use of the new method on its contemporaries. The first telegraphic dispatch ever printed in an American newspaper appeared in the Herald in June, 1844. The Herald subsequently gave encouragement to the cable at a time when such encouragement was urgently needed, and even in the earliest days of this conqueror of space and time, paid $7,000 for the transmission of the report of a speech of the King of Prussia. As is well known, the Herald in later years was interested in laying an ocean cable known as the Mackay-Bennett system.

"In much later days the Herald was the first to use wireless telegraphy, establishing a station on the Nantucket lightship in 1899 and taking the first message from an ocean liner. In 1902 it reported an international yacht race by wireless for the first time. The Herald also encouraged the sending of news by wireless to ocean steamships, and is the only paper having its own wireless station.

"The transmission of pictures by wire was a feat which was first accomplished by the Herald in 1898, when it aided Hummel, the inventor, and actually received pictures over the wire from Chicago and other western cities.

"The Herald was the first paper to establish a department devoted to automobiles when these conveyances were simply known as horseless carriages, and later it took a similar initiative with regard to aeroplanes.

"In the realm of mechanical processes the Herald establishment has always been something of an experimental station or laboratory. It has not only provided every inducement to its own employes to invent and perfect appliances, but has always given a fair opportunity to inventors whose devices seemed to have promise. The first autoplate in the United States was installed in 1896 by the Herald for experimental purposes, and it was removed to make room for an autoplate with improvements suggested to the inventor by experience in the Herald establishment.

"The first three-color plates were printed in the Sunday Herald. The Herald used for the first time in this country the high-light process and also developed the combination of the line drawing and the halftone.

"Aside from endeavoring to further inventions which pertain to the processes of newspaper making, the Herald has in a general way given encouragement to invention by giving prizes for scientific achievements, especially in aeronautics and in similar arts.

"That the encouragement of invention by such papers as the Herald has been of incalculable benefit outside of the newspaper field is but one instance of what is given to education, to civilization—by the modern newspaper. The newspaper of the first half of the nineteenth century has been described by General Charles H. Taylor, editor of the Boston Globe, as 'a newspaper but in name, as it excluded from its support and interest seven-tenths of the people, including all the women and young people.'

"The American newspaper of this full period, on the other hand, is a combination of magazine, almanac, directory, fashion paper, cook book, comic journal, children's periodical, and review of art, literature, finance and industry. At the same time it never loses grip on its prime mission—to give in the most graphic and painstaking manner, the news.

"The days when the editor's personality was the dominating feature in a newspaper (as it still is in many magazines) have about passed away, largely because of the great variety of authorities and writers in various lines who now have their special functions in the making of a newspaper. Henry Watterson, of the Louisville Courier-Journal, is the sole survivor of that fine old band of journalists who made their personality felt in the editorial columns, in most cases to the good of their country and of mankind. Even in this age of large newspapers this grand veteran is a strong, clear voice in the affairs, not only of the South, but of the nation that has become so fully united since the days when the Journal flew the Stars and Stripes from one side of a Louisville street, while across the way the Courier spread to the breeze the banner with the Stars and Bars.

"Today more than ever the public look on the newspaper as their champion, not only in the weighty affairs of the entire nation, but also in state affairs, and most of all in the government of one's own home places—those nearest and most important to the immediate welfare of a land where peace and beneficent industry should ever reign. It is a mistake, however, to think that newspapers are published for the elevation of public morals and the reform of public abuses. They are not. When they perform a public service they do it largely gratuitously and often suffer pecuniarily for their efforts on behalf of the people. The public in general desires that they take up such work because they do it better in most cases than those paid to do it.

"Newspapers are published to make profit for their publishers in the legitimate business of disseminating news in their reading columns, and in their advertising columns the news of business, which in this age of advertising is considered by many readers equally important. Whatever work they do for human happiness, for public morals, for civic righteousness and the general welfare of the community, is done merely in order to give good measure, and not because it is now the special function of the newspaper, any more than it has ever been.

"Arthur Brisbane, editor of the New York Evening Journal, says: 'The really useful work that the newspaper does is spreading thought.' The newspaper has, however, a higher mission than merely spreading thought, that of INSPIRING thought, of teaching self-thinking multitudes.

"One of the most important developments of the last fifty years is of course modern advertising, which depends so largely on the printed word. Like other great ideas, the modern advertisement was not really originated during this transition period; it harks back to the days of Queen Elizabeth, of Augustus Caesar, and for all we know, the advertising man may have been a prominent member of society in the days when Tyre and Sidon were prosperous centers of trade. But it is the last few decades that have made advertising the most potent factor in distribution, which is in turn one of the most powerful forces in local, national and world trade. Advertising has by no means reached its highest development. A great deal of money is lost as well as made in advertising, because we do not yet understand all its ramifications. There is now a strong and definite plan of national scope that is destined to make advertising more of an exact science than it has ever been. This is the work of the Associated Advertising Clubs of America, who are even now playing an active part in the modern movement for a wider civilization, a broader brotherhood, and as a natural accompaniment

of their work in the field of advertising, are rendering splendid assistance in the making of wiser laws and in the promulgation of honesty and the Golden Rule.

"During the last few years there has been a tremendous trend—amounting practically to a trek—toward newspaper advertising as compared with any other kind of business publicity. Among the reasons for this is the frequency of issue of the newspaper and the fact that it is the only publication that is of interest to all individuals of all classes. There are no bad positions in a good newspaper.

"A feature in publishing that seems entirely an innovation of the last fifty years is the trade journal, which has become one of the most useful forces in many a business. As editor of a publication that is known as 'the trade paper for all trades,' I wish to state that it is the opinion of all connected with 'the compendium of the Brains of the mercantile world' that in addition to this magazine, every business man and every one of his helpers should read, mark, learn and inwardly digest at least one paper devoted entirely to his or her own particular line. A single hint from a trade journal often means thousands of dollars to a business, and the advertisements in such periodicals are frequently of as much value as the other matter.

"At the start of the last half century, this nation was in the throes of the greatest war of all history, that left its blight on some of the fairest and most productive regions in all the world. You of course realize to the fullest extent the leanness of the years that followed this awful cataclysm. It is to the everlasting glory of the South that it has at last overcome a devastation such as we hope will never be on earth again—for it may well be that modern business will sidetrack Armageddon—and that this part of the country is already leading the world in many lines of business endeavor. The chief factor that has helped you to surmount the difficulties that have retarded the productiveness of a land that has come into its own as one of the fairest and richest territories under Heaven is the same that has caused you to send a summons North, East and West to those who have been in business for the last half-century to decide what shall be done in the next fifty years. That factor is Imagination—and as Napoleon said, it is Imagination that rules the world. It is a business factor. It is, moreover, a sure winner of success when rightly tempered with other business qualities. It is what makes the modern business man the peer of any other man of brains and force. It is the soul of such successful advertising as you are doing and are going to do to make the marvelous resources of the South known as they should be known—and by that I do not mean that you will have to depend on imagination for your facts. Far from it, as the half of the truth has not yet been told.

"While down North—I believe it is higher here than at home—it is, to quote the text of one of Henry Ward Beecher's sermons, 'damn hot,' I here find a genial warmth of climate as well as welcome. I already feel acclimatized, and I don't believe it would take long for the South to have me assimilated. I think it is a fine thing that folk from the South can now come to the North, and vice versa, and while still keeping in fond memory the old associations, can cheerfully grow up with the country in either division. This reminds me of the Southerner that was captured by the Northern forces after the battle of Chickamauga. His capture did not diminish his exuberant elation at the victory the South had won in the battle, and his constant salutation was, 'Well, boys, we certainly did give you an awful lickin' at Chickamauga.'

"This naturally got the Northern regiment's goat after a day or so, and they finally appealed to the colonel, who summoned the prisoner.

"'See here,' he said, 'my men are getting almighty tired of hearing you throw up to them that little skirmish at Chickamauga, and you simply have got to quit it. You have been warned two or three times and now I will simply give you this ultimatum. You have got to do one of two things—either go to prison till the end of the war or else join the Northern army. I will give you half an hour to think it over.'

"At the end of this time the prisoner, evidently thinking that he would see no more fighting if he was shut up in prison, said that he would accept the other alternative. After being sworn he turned to the colonel and said:

"'Colonel, now I am one of you, may I say a few words?'

"'All right,' said the colonel, 'go ahead.'

"'Well, colonel,' said the new recruit, 'they certainly did give us hell at Chickamauga!'

"Never in all the history of the world has there been a time when all sorts and conditions of men were so closely knit together in bonds of interest as at the present time. I would not speak of even the last fifty years as being the great transition period as regards a better feeling and a natural unity of purpose among mankind in general. The change that has occurred within the last ten years has been surprising even to a student of the unprecedented development in other ways of the nineteenth century and after.

"Today there is less racial and religious dissension than at any other period of which we have any record. All peoples and religions are now brought into closer contact daily, with the result that there is a broader, a friendlier, a more rational sentiment and a positive presage of the time that Tennyson looked forward to only after the aeroplanes should battle in the central blue—the period that Burns less eloquently, but more simply described—the era

"'When man to man, the warld o'er
Shall brithers be, an' a' that.'

"To modern business more than modern preaching is this change due. The kindly get-together, each-for-all-and-all-for-one spirit of this gathering is the greatest force today not only in business, but in the tendency to knit mankind into one great brotherhood based on both the social and business interests of their common humanity. It is the business man who is the true prophet of the dawn. He is in the vanguard of the struggle for the true reciprocity for those who sell and those who buy; of the getting together of the producer and the consumer to the benefit of both; of the cheapening of prices to the one with the certainty of a fair profit to the other; of modern business civilization and all that it implies. He is the man of the hour in a world and an age of men.

"It is well for us to summon the past to our councils, but it is with the present and the future that we have to do. Act with this thought and spirit of your sires, whether they landed at Plymouth Rock or Jamestown:

"'New occasions teach new duties; Time makes ancient
good uncouth;
We must upward look, and onward, if we keep abreast
with Truth;
Lo, before us gleam her camp-fires; we ourselves must
Pilgrims be,
Launch our Mayflower, and steer boldly through the desperate winter sea,
Nor attempt the Future's portals with the Past's blood-rusted key.'

"Ladies and gentlemen, I thank you all."

Newspaper Conference at the University of Wisconsin

A NEWSPAPER conference, nation wide in its program of speakers and in its purposes, held at and under the auspices of a great state university ought rightly to command wide attention, deep interest and thoughtful consideration.

The State University of Wisconsin, at Madison, has a reputation that reaches not only through all the states of the Republic, but throughout the old world. It has received highest commendation of the greatest educators of Europe. It has been accorded especially liberal treatment by the great, progressive state by which it is founded and maintained. In beauty of location and grounds, in magnificent buildings and equipment, to which additions are constantly being made with commendable liberality, it has few equals.

In view of these facts, and with memories of previous pleasant visits, the editor of this paper and his wife arranged to pass the week from July 29 to Monday, August 5, at the entrancingly lovely city of Madison, that sits on the high lands or hills, like a queen of all endowments and loveliness, on a sylvan bowered throne. The city is surrounded by three lakes that sparkle like richest jewels but, much better than jewels, afford cooling breezes, and healthful recreation and vigor-giving sports to the people.

Madison is an ideal place for a university where youth should be developed into men and women of strength, intellectual and physical, with a love of nature and all knowledge, and devout adoration of all the beneficence and wisdom of a great and all-pervading Designer and Builder, and with broadest sympathies and humanity.

The place attracted as well as the occasion.

The conference was opened in the great gymnasium building, that is a monument to the liberality of the people of Wisconsin, who evidently believe in sound, strong bodies for their sons and daughters, as well as in sane, well developed minds, that there may be equipoise. Healthy, strong men and women are best fitted for life's work, for its burdens and joys, and for hopeful outlook, charitableness and true devotion to families and fellowmen. Good bodies help to good morals and to sound religion which, in its highest sense, signifies service.

There were a thousand in attendance at the first meeting and the opening address was made by Dean Louis E. Reber:

INTRODUCTORY ADDRESS

Given by Dean Louis E. Reber, Monday, July 29, 1912

It was not a mere coincidence that the suggestion of this conference on the efficiency of the newspaper came at a gathering held under the auspices of the University Extension Division last fall. It was a perfectly natural outcome of the discussion at that meeting, for the demand that drew together here men and women from all parts of the country at that time to discuss the efficiency of the educational system, is the same demand that lies back of the whole university extension idea. It is this same demand that has made possible the growth of the newspaper. This is no less than that which is now largely accepted as a fact, namely, that all people are entitled to, and should be given every opportunity for and possible assistance in the solution of the constantly increasing, complex problems of life; that the service, whether of university or newspaper, should be untrammelled by tradition, should stand for high ethical purpose, and have for its aim lasting humanitarian ends and the general welfare.

The question before this conference is, "Are newspaper and magazine writers free to tell the truth?" Here where university men have asked, "Are university men free to tell the truth?" we welcome you for the discussion of that problem. And these two searching questions go together, for without freedom there can be no true service of university or newspaper, and except to serve democracy in its great task of self-education, there is no reason for the existence of either institution.

Do not think that we assume to tell you men who make the newspapers how to do your work. We merely furnish the opportunity for you to gather to discuss your own problems, because we recognize that as the newspaper has co-operated in the past with the university in the service of the people, so the university may co-operate with the newspaper in calling such a conference as this. And out of this mutual partnership both institutions may be made more practical, more efficient, to the one great end of the education and enlightenment of the weakest and the farthest man, woman and youth of the state.

Y. M. C. A. Building and Gymnasium, University of Wisconsin

This is no utopian co-operation, this of university and newspaper, for were it not for this co-operation, expressed in very real and practical ways, this conference would not have gathered.

William J. Anderson spoke on "Why Wisconsin Newspaper Men Are Back of This Enterprise":

WHY WISCONSIN NEWSPAPER MEN ARE BACK OF THIS ENTERPRISE

By William J. Anderson — Given on Monday Evening, July 29, 1912

The question implicit in the calling of the national newspaper conference — the question whether the press is to become more commercial, and be bound only by the laws which govern the sale of merchandise, or is to realize more clearly its almost unlimited ethical potentiality in the society of today has not been cried from the house-top; yet every serious writer for the press has been conscious of its imminence. Because the press holds this two-fold relation to society, that it is one of the chief means by which social self-consciousness is engendered, and at the same time is one of the principal mediums through which that self-consciousness finds expression, the question has a vital relation to the welfare of society. To degrade the ethical standards of the press is to do more than poison the spring; it is to so

poison the system that pure water becomes repugnant to it.

I believe I may say that Wisconsin newspaper men are as keenly conscious of the pressure of this question as their professional brethren of other states. That they are, and the fact that the University of Wisconsin lends its auspices for a free discussion of the question, present substantially the reason why Wisconsin newspaper men are back of this enterprise.

If it be added that the disposition to take up and deal frankly with questions of this character seems to be in the atmosphere of Wisconsin, I trust the impersonal nature of the statement will relieve it of offense, whether it be taken as a confession or a boast. The "Wisconsin Spirit," or the "Wisconsin Idea," of which you have heard something, despite the fact that it has been made to do service as a political shibboleth, seems really to have an historical entity.

While Wisconsin was but a territory, and thinly populated, the people made brave threats to nullify federal authority; and later through supreme court decisions, legislative enactments and resolutions by the people "in convention assembled," federal authority in certain cases was actually overruled for the time being. These efforts, as original and startling as they were futile, were the cruder manifestations of the Wisconsin idea.

In a more constructive though not less original manner the sentiment of the people of the state concerning control of corporations was expressed in 1869 by the late Senator Matthew Carpenter in an address before the State Historical Society. He declared the principle that the granting of the right of eminent domain to railroad companies imported the right of the state to control those companies. This was strange doctrine at a time when the courts of several states were denying the right of the state to interfere to prevent extortion on the ground that railroads were private enterprises.

There was another incarnation of this spirit four years later when the farmers arose in protest against railroad extortion and elected one of their number governor — a movement of profound significance, in that it brought about judicial recognition of the right of the state to control corporations.

Again in 1888 the conventional and usual were set aside, boss control in party overturned, and W. D. Hoard elected governor.

When a professor in the University of Wisconsin invented a device, which if patented would have made him a millionaire, but which as a matter of conscience he refused to patent and gave it to the public free, the Wisconsin spirit expressed itself in a most practical altruism.

More recent manifestations of this state spirit are matters within the knowledge of all; and whether we lend our approval to all of them, or disapprove of some, we are compelled to recognize that the spirit has been active and influential.

If that spirit be in part responsible for the calling of this conference and for the backing given by the newspaper men of Wisconsin, its persistence from the early history of the state would seem to give it warrant for this further activity; and the newspaper men of the state are not averse to sharing with it the honor of giving enthusiastic support to this important gathering.

The address of James S. Trottman of the Board of Regents on the "Press and University" is reserved for later publication and criticism.

The following address of welcome by Governor McGovern was read by Col. Duman McGregor:

"A hostess never so warmly welcomes her guests as when she herself is at her best. Of all seasons of the year now is the time Wisconsin is in flower. Her capital city is in bloom.

"It is not necessary to emphasize the importance of journalism. Its power is obvious. It is enough to say that it interprets, molds and gives expression to public opinion. Hence its tremendous opportunity for good or evil. This conference, I understand, has been called to minimize the temptation to evil and to enlarge opportunities for doing good.

"The present situation is not wholly dissimilar to the Civil war. Indeed, it is no novelty to say that a like struggle is now going on. The points of resemblance are at least worth noting. In ante bellum days upon one side stood an organized, slave-holding oligarchy and upon the other an unorganized, free people. Today upon the one side stands an organized, commercial oligarchy and upon the other an unorganized, free people. Now, as then, there are certain central ideas from which radiate many impressions that mold, color and give force to public opinion. Now as in civil war days the popular cause is based upon the principles of justice and freedom. Now as then the opposition is entrenched in established custom, existing privilege and professed regard for the Constitution. Such is the issue — big business, special interests, or the System, spelled with a capital "S" on the one side (according to one's preference for one phrase or the other) and upon the other the great body of the people, interested only in the public welfare. And finally, now as in Lincoln's time, newspapers, magazines and men align themselves upon one side or the other not merely as voters or party spokesmen but as educators, creating public sentiment favorable to the things in which they believe.

"Let me carry the comparison one step further. Just as the system of slave labor in its day conducted an organized campaign for the formation of public opinion favorable to itself so now this modern industrial oligarchy is engaged in the same business. Of course the machinery is always kept under cover. The means always remain concealed.

The address proceeded to analyze conditions as the Governor understands them, and proceeded to conclusion:

"If this analysis, rough though it be, is nevertheless in the main true, then improvement can only come as society as a whole improves; the journalistic millennium will arrive only on the day of the new Jerusalem for us all. But it would be rank fatalism to assume that we cannot hasten a consummation so devoutly to be wished and I can think of nothing better fitted to do this or to improve this or any other calling than mutual conference, self-criticism and helpful co-operation by those engaged in it. It was in these ways that law and medicine advanced to the head of the learned professions. It is in this way that journalism is most likely to become what generous souls devoted to it now wish it to be.

"We of this city and state are pleased that the first gathering for the attainment of this high and disinterested purpose has been held here. In the course of the past ten years Wisconsin has originated many good things. Modesty alone forbids us to mention them all. Among her sister states Wisconsin has come to be known as an "experiment station" in the study of political science. We who live here prefer to think of her as a leader rather than a pioneer. However this may be we are pleased to add one more venture to the list. We are glad our capital city was selected as the place for this first meeting of a nation-wide conference of newspaper men and women that is so full of promise.

"In return we of the Badger state greet you gladly. You have a warm welcome here. With the assistance of the weatherman we shall make your stay a pleasant one; we hope your deliberations will be profitable and that this is but a starting point from which will proceed great and beneficent improvement in a noble profession."

The principal address of the evening was by President George E. Vincent, of the University of Minnesota, on "The Press and the People," which is published as the first or leading article. It contains the sanest, clearest views of the newspaper question, it can but be read with pleasure and profit.

Tuesday Morning Session

W. H. Ellis of Graysville, Ill., Searchlight, opened the discussion with severe criticisms of the carelessness if not venality of the press. He read extracts from papers, whose publishers he declared to his own knowledge were honest, that were filled with gross misrepresentations.

Levy S. Richards, editor of The Boston Common, presented an address on the question, "Is the Newspaper-Reading Public Getting All the Truth It Is Entitled To?" that will be found on page 615 of this issue.

A discussion followed, which is briefly summarized by the Wisconsin State Journal:

After the speakers had completed their talk, the meeting was thrown open to a general discussion. H. J. Desmond of Milwaukee said that there were times when suppression of facts was a good thing, comparing the suppression of news of an impending panic to the act of a stage manager in a burning theater. "The stage manager, by appearing before the curtain and announcing to the patrons that the danger is not serious, allays their fears and possibly saves lives." He declared that the motives of bankers in requesting or demanding that news tending to result in a run on their institution be suppressed was generally made with the welfare of the public in mind.

His talk brought Editor A. M. Simon of the Coming Nation to his feet.

"If financial business is so manipulated that the bankers can use the monies entrusted to their keeping for speculative purposes and still be protected from publicity," he said in effect, "then we have a complete censorship of the news." In labor troubles, also, he said, the facts should be fully presented. "If these things be true, then we have a class press and let's be frank to admit it."

Theodore Schroeder of New York, attorney for the Free Speech league of New York City, a graduate of the University of Wisconsin in 1886, declared that the assumption that the public wanted the truth was a false one. He said that improvement would come only when the people were competent to be their own guardians. He said also that the newspapers have not gotten intelligent readers and that "fakery" reflects the defects of the reading public.

B. B. Herbert of Chicago, editor of the National Printer-Journalist, took an optimistic view of the situation, declaring that the improvement during the last twenty-five years had been wonderful. "The newspaper that is the most truthful is the one that succeeds. The newspaper that gets a reputation for unreliability, as being prejudiced and unprincipled, loses standing, influence and business. However, it may be in other professions, reliability and perfect fairness is the newspaper's first, highest and most valuable asset. The politics of the paper count for very little if the paper is fearless, independent and honest. I don't believe that public supervision of the press is needed. Advertisers want a paper that is of unquestioned integrity, is believed in by its readers. Anyone who has watched the trend of thought and practice among both newspaper men and advertising representatives must know that honesty has been placed as a requisite to any permanent success."

After the session, which closed with five-minute talks by Messrs. Richards and Ilis, the members of the conference and their guests were taken to the Maple Bluff Golf Club for dinner.

A Group of Attendants on Newspaper Conference at Golf Club House on Lake Mendota

A most delightful yacht ride was enjoyed around Mendota Lake on return from the golf grounds.

Tuesday Evening

The question "Can the Impartiality of the News-Gathering and News-Supplying Agencies Be Fairly Challenged?" was discussed in prepared papers by Melville E. Stone, general manager of the Associated Press; R. W. Howard, chairman of the board of directors of the United Press; Herman Ridder, editor of the New York Staats Zeitung, and A. M. Simmons (Socialist), editor of the Coming Nation, Kansas. The papers were followed by animated discussions, both sides being ably presented. The papers of Messrs. Stone, Simons and Ridder are published elsewhere in this issue.

Mr. Howard admitted that the impartiality of the news-gathering and news-supplying agencies can be and should be fairly challenged. He said that to conclude otherwise would be to foolishly assert the infallibility of the agency. But that this impartiality, as it is called, when expressed in the form of "local" or "individual color" without the omission or the addition of facts is not as much a problem for concern as the matter of dealing with the point of view. The "coloring" of news was the result of individual expression of individual point of view. A story seen in one light by one news-gatherer might be seen in an entirely different light by another. To illustrate his point, the speaker mentioned the Lawrence, Mass., strike, and showed how one reporter might have interpreted the trouble as a usurpation of authority on the part of the police in preventing the children of the striking laborers to leave the city, while another correspondent might have interpreted the situation as an anarchistic rising of unruly citizens to overpower the officers of the law.

Mr. Howard said that a press association should be honest, human and disinterested in its portrayal of news. He intimated that competition is an economic condition that tends to eliminate suppression of facts, for what one service fails to furnish the other is liable to handle. In concluding his paper, he declared: "We are free to tell the truth and we do tell the truth, not only this, but we are forced to give only the facts with accuracy."

During the discussion that followed the papers (we quote for convenience from the Madison Democrat) Mr. Campbell of the Milwaukee Journal recited an incident which came to his attention during the recent political campaign for presidential nominations, an incident which involved both the United Press and the Associated Press. He said that during Senator LaFollette's speaking campaign for the Republican nomination, the United Press carried full reports of the campaign, while the Associated Press handled it sparsely. But when Governor Osborne of Michigan attacked LaFollette, the Associated Press suddenly woke up and came out with a detailed story, while the United Press quite as suddenly went to sleep, accidentally or otherwise. He declared that the Associated Press should have covered the campaign as well as Governor Osborne's attack, and that the United Press should have furnished a full report on the attack as well as an accurate service on the campaign. Both were at fault, he asserted, for news was omitted and facts were suppressed.

Charles Grasty of the Baltimore Sun, for ten years a member of the executive committee, of the association for five years, at this point arose to the defense of the Associated Press and of Melville E. Stone, its manager. He cautioned Mr. Simons to consider the seriousness of his charges against the Associated Press, and said he believed it was not fair for the many people in the audience to leave the meeting with such untruths uncontradicted. "I know these things of which these men speak (referring to the charges of willful suppression of facts) cannot be true," he declared emphatically. He paid a high tribute to Mr. Stone, lauding him as a great benefactor who has given his life to a good work.

Kittle Interested

William E. Kittle, secretary of the state board of normal regents, was brought to his feet by Mr. Grasty's remarks. "Has the Associated Press represented the news of Wisconsin's political progressives as a matter of news, and as news of its value should be treated in surrounding states?" he demanded of the previous speaker. "I have made a study of the Associated Press," he continued, "and I have concluded that Manager Stone was prompted by other than motives of altruism when he moved the Associated Press from Chicago to New York. He went to New York because the association he represented was declared illegal by the supreme court of Illinois and was driven from the state."

"Stone says the Associated Press is co-operative," continued Mr. Kittle, "but it is not. How many of its editors have a voice in its control? A small group of individuals control absolutely the business of the corporation."

Then Mr. Kittle asked pointedly:

"Do you know about a special meeting of the board of directors of the Associated Press in 1909 when Manager Stone was asked these two questions:

"'Do you have a special line to Washington City and to the office of J. P. Morgan for the purpose of receiving stock reports?'

"'Did you arrange a meeting between Harriman and Taft on a sidetrack in 1908? Was that meeting written up for your press agency, and did you suppress it?'

"Roosevelt says he knows of the meeting,' continued Mr. Kittle, "and says he has the questions and their answers."

"No one can say the news of the Associated Press is impartial," he concluded.

Mr. Grasty again took the floor and said he recalled the meeting mentioned by Mr. Kittle, but declared that Mr. Stone met and disposed of each question. "I am surprised," he continued, "that in this great progressive state, a man should be so unfair as to repeat an idle rumor that would hurt such a man as Mr. Stone."

Speaking of the directors, Mr. Grasty declared he never saw a more honorable body of men. "I would be willing to trust even my life with them," he asserted with emphasis.

Then he said that it was difficult to handle socialistic news, and asked of Mr. Simons: "How would you go at it to print socialist news?"

Levy S. Richards arose at this point and volunteered that the removal of the Associated Press from Chicago to New York was undertaken in order to protect its illegal property. "New York gave them the franchise which Illinois refused," he concluded.

To this Mr. Grasty said that he had put $15,000 of perfectly honest money into the Associated Press and that he did not believe it was tainted. He said he borrowed the money which he invested in the organization and that it was perfectly natural that the owners should wish to realize some valuation upon their investment.

Mr. Brandenburg, managing editor of the Democrat, volunteered a word in defense of the Associated Press. He said he had been identified with the association for many years, for some time as correspondent in this vicinity; but that in all that service he had not once received instruction of any kind relative to the suppression, coloring or biased treatment of news facts.

This much is given, together with the papers that are printed in this issue, in order to present as full and as complete a view of the conference as is practical, possibly

more than is profitable. No one will contend that newspapers are infallible or above human errors and influence. No one need fear anything from open criticisms, which always must tend to the correction of real errors or abuses.

It may be admitted that the questions propounded were not worded in a diplomatic language and tended rather to the stirring up resentment, yet the integrity of the press has frequently been challenged and the putting of unfounded charges in a shape to stir men's principles and views around the very roots can do no great harm.

However, it is not intended to dismiss this conference without further report or consideration. The questions involved and the ideas advanced in the papers and discussions of the last two days' sessions, of Wednesday and Thursday, July 31 and August 1, are too important to be neglected, especially in view of the fact that a presidential candidate, in opening the campaign of his party, has declared that news has been repressed by papers in New England by reason of selfish business and manufacturing interests.

The questions discussed, during the last two days' sessions, involved the effects of the increasing cost of newspaper plants, the great revenue derived from advertisers, and of the non-journalist interest of capitalistic ownership on the news service and presentation; as to whether, as simply a business proposition, the newspaper can play its due part in social advance; and the wisdom or feasibility of endowed or public newspapers, as a solution of the matter of honest public service.

Some of these questions may be deemed as insulting and as presenting wholly objectionable and impractical propositions, yet they have been raised — have been propounded, in one form or another, long before the University Newspaper Conference, and they deserve to be met and if fallacious and hurtful, their fallacies and hurtfulness fully exposed. In our view the subscribers or readers of newspapers have all needed remedies in their own hands.

An endowed newspaper would take that natural control of the people, and a public-supported or subsidized newspaper would tend to corruption and to official or boss dictation; would tax large portions of the people to pay for the promulgation of theories and principles which they deem wrong and as subverting their rights and threatening the destruction of government and society.

As to the last named objection, the case of the "Los Angeles Municipal News" — the character and management of which was fully explained as to its system as to supposed fairness, its workings, etc., by its editor — one item given was that each of five different parties, including the Socialist, is given a column in each issue for exploitation of its views. Of course, under this system, if the anarchists had developed such organization and sufficient votes as, under the laws of the State, to constitute a party, they would have to be allotted a column, and all the taxpayers would be compelled, though they considered the anarchistic propaganda dangerous and treasonable, to help pay for the free distribution of the doctrines of anarchy and socialism among all the people, backed, too, or given the influence of, all the standing and power of a publicly supported newspaper.

It is argued that the newspaper is a great educational agency and, as free or public schools are provided and paid for at public expense, or by the people, why should not the city, state and nation go a step farther and provide free newspapers for the people's information and enlightenment.

These and other matters are reserved for report and consideration in the October issue.

One rather peculiar incident was given as to the Los Angeles Municipal News. It seems that the Taft branch of the Republican party, or the old Republican party, has lost recognition in California as an official party organization and, for that reason, could not obtain position, at the public expense, in this official paper, but the publisher is authorized to accept advertising and he sought and received a column of advertising from the old Republican party managers at sixty dollars an issue and placed it first in the row of the six party columns, though on the last column of the page opposite to the page used by the other five.

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"CAN THE IMPARTIALITY OF THE NEWS-GATHERING AND NEWS-SUPPLYING AGENCIES BE FAIRLY CHALLENGED?"

By Herman Ridder, Editor Staats Zeitung, New York

In a discussion of this question stress is to be laid upon the word "fairly," meaning justly. The impartiality of a news agency may be wantonly questioned at any time. It has been seriously and successfully challenged sometimes. Nor can the question be answered generally, for news-gathering and news-supplying agencies differ regarding their formation, their organization and their responsibility. Their responsibility is the salient point.

When a news agency is formed by joint procedure of a number of newspapers which are at the same time its associate members and its customers, the impartiality of its news service may be considered well secured, for the divergent tendencies of the membership compels it. It is to be assumed that those divergent tendencies are represented in and voiced through the executive board of the organization, which directs and conducts the service and is responsible for its indispensable requirements, namely, adherence to truth, facts and justice of its reports. Should at any time the board prove deficient in those requirements, the remedy offers within the association itself, and will no doubt be applied at once and emphatically. In the earlier nineties, the impartiality of one of our great news-gathering and news-supplying associations was challenged from within and the result was an immediate and thorough reorganization of the service.

While, therefore, the very life of any news agency based upon co-operative action and joint responsibility depends upon its impartiality, the answer to the proposed question should be: The very challenge of its impartiality will secure impartiality. Or, in other words, since a news agency must be conscious of being on trial all the time, the consciousness of such a standing challenge will act as a most efficient generator of impartiality.

When, on the other hand, a news agency is not the issue of associate effort, but the outcome of individual enterprise which rests, consequently, on its own and single responsibility, its relation to its customers — and to the public as well — is similar to that of an employe of a newspaper with its owner or manager. It is founded on trust. Challenging the justice or impartiality of his work would be equivalent to mistrust, and mistrust would terminate the relationship. The moment a customer of what may be styled a single-headed or sole-responsible news agency begins to doubt its impartiality, there is no alternative but the severance of the connection. Therefore this agency is bound to impartiality from motives of self-preservation, for the reason that challenge would work loss or even destruction. Its service must be such that its impartiality may not with propriety be challenged.

Whether established through concerted action of various interests or impelled by self-preservation, the result is the same; an objective conception and presentation of events, a strict adherence to truth and facts have become the ruling order for any respectable news agency.

The Second Annual Ohio Printers Cost Convention and Exposition of Printers' Machinery

October 3, 4 and 5, 1912, at Cincinnati, Ohio

Rapid growth of the cost movement is demonstrated by the extensive plans for the Ohio cost convention, which will be held in Cincinnati, October 3, 4 and 5, 1912.

The Ohio Printers Cost Commission was organized at Columbus, Ohio, last October, when 572 delegates indicated their interest by registration. That convention was the largest in attendance and one of the most successessful held up to that time.

The officers of this organization indicate their confidence in the continued interest of this movement by planning a program of unusual interest, and engaging the best speakers in the country.

The program is as follows:

Friday, October 4,

Morning Session, 9:30 a. m.

Address of Welcome.

Response.

Reports of officers and vice presidents.

Mr. H. P. Porter, of Boston—on "Standardization."

Afternoon Session, 2:00 p. m.

Mr. F. I. Ellick, of Omaha—"Standard Uniform Cost Systems."

Question Box, conducted by Mr. Ellick.

Entertainment by music on the great pipe organ.

Dinner in Auditorium Hall 5:30 to 7:30.

Exposition Buildings, Cincinnati, Ohio

Night Session, 7:30 p. m.

Mr. Chas. F. McElroy, of Cleveland—"Organization."

Mr. R. T. Porte, of Cincinnati—"Costs in a Country Printing Office."

Auditorium Where the Addresses Will Be Given

Saturday, October 5,

Morning Session, 9:00 a. m.

Mr. Chas. Francis, of New York—"Efficiency."

Mr. A. F. Sheldon, of Chicago—"Science of Business Building."

Mr. W. J. Hartman, of Chicago—"The Printer as a Business Man."

Afternoon Session, 2:00 p. m.

Mr. Earl R. Britt, of St. Louis—"Your Business, Your Customer, Yourself."

Mr. Chas. F. Waltz, of Cincinnati—"Ohio Workmen's Compensation Law."

Mr. Fred. Lloyd, of Chicago—"Taxable Value of Printing Plants."

Mr. J. S. McMillan, of Monroe—"An Original Benediction."

The convention will be held in the auditorium of the Exposition buildings, where ample seating capacity and comfortable orchestra chairs are provided.

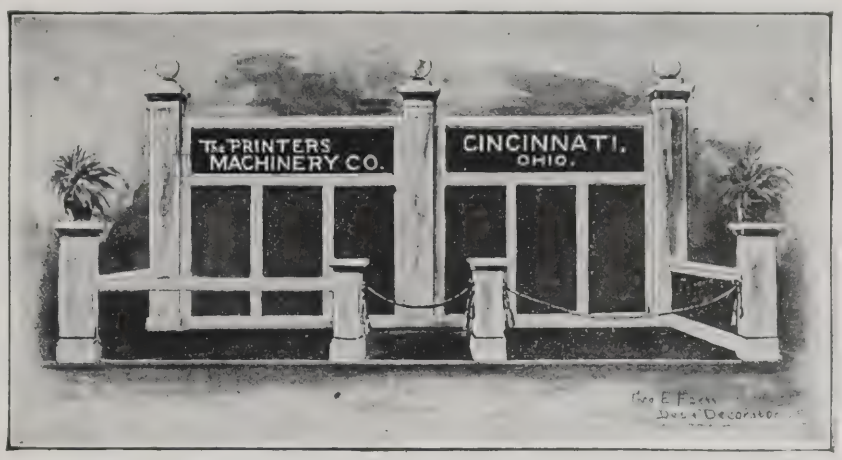
In other conventions the best conditions have not been found in acoustics and seating arrangements, but the conditions at Cincinnati in these particulars, will be ideal. The auditorium has seating capacity of 4,000, and was designed for musical entertainments.

Attendance from all over the country is expected, but special invitations are being sent to the printers of Ohio, West Virginia, Tennessee, Kentucky, Indiana and Pennsylvania.

The convenience of delegates has been considered by providing a caterer who will serve meals in music hall during the two days of the convention, without cost to all registered delegates.

Adjoining the auditorium is the Machinery Hall—a building 93 feet by 300 feet. This is entirely given over to the exposition of printers machinery.

The exposition opens Thursday, October 3—one day preceding the regular program — and all exhibits will be ready for inspection on that date. Space in the exposition hall has already been taken by prominent manufacturers, insuring a larger exposition than any heretofore given.



Standard Booths For All Exhibits

The "Dummy" as a Trade Producer

AN ENGRAVING salesman, traveling on the road, called on a printing firm. They occupied a large building three stories high — outwardly there was every sign of prosperous business. They were in a good town where lots of high-grade printing should be in demand by the manufacturers and educational institutions there.

The salesman produced specimens of high class three and four color process work, multi-color, highlights, combinations, made up groups with decorations in tints, etc. The various "different" kinds of engravings which in a catalogue or advertising display make the recipient sit up and take notice. The head of the firm to whom he was talking, reviewed them with unstinted praise, but shook his head sadly. "They are beautiful," he said, "but you're wasting your time showing them to us, we never have any call for that class of work, the buyers here are always shouting 'how much' not 'how good.'"

He admitted reluctantly in answer to the salesman's questioning, that some of the buyers of printing in the town did us "classy booklets and catalogues," but they always sent them out of town to be done. They seemed to have a prejudice against the local houses.

Here is a condition that probably many of our readers, familiar with the conditions of the printing trade, will readily recognize. Quality work was being bought by local manufacturers, but the local printers were ignored. They were not even asked for bids — why? Isn't the answer perfectly apparent to anyone who will give a few moments thought to it.

The local printer had not demonstrated his ability to do the class of work the buyers wanted. Or if he could do it in exceptional cases, under pressure, he had no cost system which enabled him to make right prices for the work. The former cause is the most common one.

The general course of procedure on the part of the average printer when a new edition of a catalogue is to be issued, is to get a copy of the last previous issue and go over it carefully to see if he can bid lower than the price for which it was done last year. If he gets the contract, it is then a matter of hustle to try and come out even. The catalogue when finished may be of indifferent quality, but "He's got his money's worth" is used to justify the mediocre results.

There are two ways to make up a catalogue. The common way is to copy somebody else's — the other way is to make one that is different from the other fellow's. St. Elmo Lewis, an advertising writer, once said; "Successful printing is seven parts brain and taste, three parts equipment." Therein is pointed out the path to follow. The more brains and taste you put in your work, the less competition you will have.

The printer who begins a campaign to get a large catalogue order, by getting an insight into the particular business for which it is to be used and then adjusting the size, makeup, type and illustrations so as to produce the best designed book for that business will soon outstrip competition and the price he charges for his work will be secondary in the mind of the buyer.

A dummy showing better taste in design than any the prospect has ever used, but not necessarily much more expensive, will stick out from the mass of ordinary bids, like the proverbial sore thumb. But we fancy we hear the printers rising up and saying "We haven't the facilities for turning out 'dummies' of this class, we don't carry an art department, we can't afford to. How can we compete with those printers who do?"

This question isn't nearly so much of a poser as you may think. Most of the leading engraving houses, notably Gatchel & Manning of Philadelphia, with one of the largest art departments in the country, make up "dummies" and "classy" ones at that for a reasonable price. For printers who are their regular customers, they have a special proposition as to the charges on this class of work. It makes mighty interesting reading for ambitious printers without the special facilities required and we would advise such to get in touch with them and solve one of the greatest problems the printer has to face — to outstrip his competitors.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY

OFFICE OF PUBLICATION:
4618 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union, 10s. 6d.

CHICAGO, SEPTEMBER 1912

Men who have not kept up with the advances made in printing and newspaper making are still inclined to refer to the uncertainty and poverty of these callings. We have recently listened to such references, made in perfect sincerity and good feeling, with implied compliment to the self sacrificing spirit of the printer man. It is a fact that the members of the press today have greater opportunities for both individual and public services of highest value, than have those of other callings.

The members of the press are no longer subjects for commiseration; they are blessed with entire competence and independence, if not with great fortunes and will, in wealth, show an average standing much above lawyers, doctors or even merchants.

Printing has not only advanced from the seventh to the sixth place among the industries but has gained a position second to none in systematic management and as to profits in proportion to investments. The newspaper men and the printers are rapidly coming into their own. Failure, now, only indicates a neglect of available knowledge, of the application of proper system, or the securing of an efficiency that may easily be reached by all. There are laggards in all callings, who fail for the lack of the study and application of well established principles and proper methods or for want of industry or initiative.

The work of the journals devoted to these callings is not to be overlooked. Men are so forgetful that the conventions and cost congresses would be robbed of more than half their value if it were not for the journals that stimulate attendance, besides giving articles touching every department. We take no risk in saying that frequently one issue of this paper contains sufficient information to make one, if the matter is all carefully studied and applied, either a successful printer or newspaper man, and every possible condition and question is covered each year. The printing and the newspaper press have done a noble work for the callings.

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There are many valuable subjects covered in this issue of the National Printer-Journalist, possibly not all as directly practical as the splendid array contained in the August issue, but none the less important. To understand the views in which a calling is held, and the criticisms that are honestly made as to defects or failures, is all important to highest attainment and to the meeting of difficulties and objections.

The address of President Vincent of the University of Minnesota on the "Newspaper and the People" is not only a clear and candid statement of the influences that have developed and that surround the modern newspaper, but is informing and inspiring in many ways.

The "Newspaper Shop Talk" by W. G. Bryan of the Chicago Tribune contains some "straight from the shoulder" facts as to the practices and as to the apparent lack of practical faith, of newspaper makers and printers, in regard to the chief article in which they deal, advertising. These facts are wholesome, and are followed by practical thoughts as to the promotion of advertising, and its cost, as well, and as to accuracy, efficiency and money-making power and many other vital matters that are of broadest, intrinsic value, and will prove worth thousands of dollars, through faithful study and application, by newspaper men and printers.

Then the exhaustive and clear treatment of "Free Publicity Evil" by Frank E. Noyes, who speaks from experience and gives enlightening examples, that will help the saving of much, and lead to the making of more, by those who have not been able, heretofore, to deal with this evil in a practical and businesslike manner.

The discussions of the integrity of newspapers and of press associations will be useful in giving a clear view of conditions and will help in the meeting of unfounded, ignorant or unjust criticisms. There was some sharp discussion at the Newspaper Conference in Madison, but all in good nature. There were views and criticisms that came from prejudice and misinformation, but they were met and largely corrected.

The fifty-ninth annual convention of the Wisconsin Press Association was worthy of its predecessors, and the account will be found full of suggestions and not lacking in red hot stuff. Our departments are especially practical this month, and the promise for the future, as to these, was never before so gratifying.

"More Work Through Publicity"—Harry Albro' Woodworth to Resume

UNDER the editorship of Mr. Harry Albro' Woodworth, the department of "More Work Through Publicity" reached great usefulness and broad popularity. It maintained the highest standard for ten years of any department in any paper devoted to printing, advertising or newspaper-making, for practical, direct value of suggestions, directions or criticisms.

Mr. Woodworth was compelled, on account of other duties, to give up this department in which he was ever greatly interested, for his heart was in the work. However, his employment has since been along the same lines and he comes back with a broader experience and enlarged views.

Perhaps we can in no better way stir up the readers of the National Printer-Journalist by way of remembrance as to Mr. Woodworth's fitness, thorough equipment and effective work than by quoting the following from the "Publisher's Announcement" in that excellent National Weekly for Retailers and Advertisers, "Brains," printed at the time of his resuming editorial charge of that paper, April 19, 1911:

Upon assuming the management of Brains, the national—and international—weekly for retailers, bankers and other advertisers, the first thought was naturally to secure the services of as experienced an editor for such a publication as it was possible to obtain.

We believe we are fortunate in having secured the services of Harry Albro' Woodworth, who edited Brains—The Retailer and Advertiser in 1902-3-4, and who the editor of the Advertisers' Cyclopedia, whose chief lieutenant Mr. Woodworth was for five years, says is "a past-master of advertising, and the best editor Brains ever had." Mr. Woodworth has been with Brains this time for some weeks, and has done considerable work for the paper, but, on assuming the control of Brains, we had other work for him to do; however, he will take full editorial charge with the next issue.

When Mr. Woodworth was first editor of Brains, it was one of the several leading publications owned by the United Publishers' Corporation, New York, of which institution he was editor-in-chief. He left the paper for three months, because of its purchase by a man who edited it himself, but returned to it in May, 1903. At this time Hon. B. B. Herbert, the best-known editor among newspaper men in America, being the founder and past-president of the National Editorial Association, published an "appreciation" over his own signature, from which we quote:

Mr. Woodworth has lost none of his ability, versatility and active mentality during his vacation, and the new management have shown their sound business judgment in restoring him to his former position. He is one of the best informed on all matters concerning printing, publishing and advertising of any of the editors of or writers for trade papers.

Before being editor of Brains, Mr. Woodworth had a good training for the position, but he should make an even better paper now, as he has since had an extraordinary opportunity to increase his knowledge by holding the position of advertising manager of the T. Eaton Co., Ltd., of Toronto and Winnipeg, one of the largest departmental stores and mail-order establishments in the world. When Mr. Woodworth left Brains to take this position, the National Printer-Journalist had a full-page leading editorial on the matter, which contained the following good words:

Many of our readers, as much as we, have regretted the absence of the wise, practical and instructive criticisms, thoughts and suggestions of Harry A. Woodworth in his ever-popular department, "More Work Through Publicity," from this journal for some months past. He writes us that he has not forgotten his old friends, and we know that he has abundant evidence that his appreciative learners and friends in all parts of the world have not forgotten him. The firm he serves has 6,000 [now 9,000] employes, so that the first-class publicity necessary to keep things in good running order may be appreciated. His ripe knowledge, gained in his varied experiences as printer, daily newspaper and magazine editor, advertising writer, designer and expert with some of the leading advertising houses and print-shops in the United States, and as editor of the Retailer and Advertiser of New York make him wonderfully and advantageously trained to fill this important position.

Profitable advertising said:

Mr. Woodworth is well known to readers of printing and advertising journals. His ability, combined with his wide experience, make him eminently fitted to score success in such a position.

Brains said in 1904, speaking of a national advertisement:

The text is written by Harry A. Woodworth, the able advertising manager of the T. Eaton Co., Toronto and Winnipeg. Mr. Woodworth was formerly editor of this paper. Leading advertising men consider him one of the ablest and most original ad-writers in America.

Mr. Woodworth was, until lately, for ten years critic of advertising and printing of the National Printer-Journalist, but was compelled to give the department up because of his other work. He also for two years and a half conducted the "Department of Advertising-Printing" in the Printer and Publisher of Toronto and Montreal, discontinuing it for the same reason. His experience in these lines was gained as designer and writer with such great printing establishments as the Avery L. Rand Co. and the Barta Press, Boston, and the Richardson Press, New York, and the large advertising agency of W. H. H. Hull Co., New York, etc. In these positions he did much work for many of the leading general and local advertising agencies of the United States. The Printer and Publisher said:

While Mr. Woodworth is best known to the public outside of advertising agencies as a writer on advertising, he is quite as good a writer of advertising, as well as a remarkably original and artistic designer. His designs of booklets and catalogues in color are particularly artistic and pleasing, and his display advertisements are made from the viewpoint of the advertising man as well as the artist and writer.

Mr. Woodworth has frequently held several positions at one time, which explains the wide range of his experience. Among his positions may be mentioned those of editorial writer of the National Advertiser, advertising manager of one of the largest hotels in America, manager of the bureau of publicity of a great farmers' organization with 300,000 members, advertising manager with one correspondence school and editor with another."

Mr. Woodworth resumes his department with the October issue. All specimens or matters pertaining to advertising, printing or printing-advertising should be mailed to Harry Albro' Woodworth, 352 Wyoming Avenue, Scranton, Pa.

Proceedings of the Twenty-Seventh Annual Convention of the National Press Association

(Concluded from the August issue.)

Mr. Ovid Bell, chairman of the Department of Weekly Newspapers, presided at the morning session, Wednesday, June 25, and introduced all the speakers. In introducing Mr. Mitchell White of Mexico, Mo., son of former Secretary R. M. White, to read the paper of Mr. W. L. Nelson on "Ideals and Standards of a Successful Weekly," Mr. Bell said:

"I am very sorry Mr. Nelson, who has prepared us an excellent paper on 'The Ideals and Standards of the Successful Weekly,' is not present to read his paper. Work he has at home makes it impossible for him to be here, and I am going to have Mr. Mitchell White, of the Ledger, of Mexico, Mo., read the paper. I desire that you remember while the paper is being read that Mr. Nelson writes from the standpoint of a publisher living in a town with a population of less than 1,000, and with that thought in mind you will appreciate how just I am when I say he is the editor of the best weekly newspaper in this country, size of town considered." (See July issue.)

Mr. Ben T. McKee of the Pioneer, Lebanon, Ind., was introduced as "a practical newspaper man and the publisher of one of the most successful weeklies in Indiana."

Mr. McKee read his paper on "The Weekly and Rural Route." (See August issue.)

Closing Day, Thursday, July 26, 1912.

The convention was called to order by President Dowdell. Letters of greeting and regret over being obliged to forego attendance upon the convention from Past President J. P. Baumgartner of California, and Albert Tozier of Oregon were presented by the president, as was also a letter of similar import from W. G. Purcell of Nebraska, in which "Having to give up the Chicago convention" was deplored as a great disappointment to himself, his wife and daughter, "especially to miss the Dakota trip, as we had planned to take in all the good things."

As Chairman Walter Williams had presided over the literary program Monday, Chairman Clyde Oswald, Tuesday, and Chairman Bell on Wednesday, Mr. Frederick P. Hall, chairman of the Department of "Daily Newspapers," was called upon to preside Thursday, thus giving full recognition to the four departments, the splendid programs of which resulted in so great profit and interest.

Chairman Hall introduced Geo. H. Scruton, editor of the Sedalia, Mo., Democrat-Sentinel, who presented his paper on "To What Extent Should a Newspaper Seek to Direct Municipal Policies and Exercise an Influence Over the Choosing of Representatives of the People." (See July issue.)

Frank D. Throop of the Muscatine, Iowa, Journal took the place on the program to have been filled by E. P. Adler, and discussed the topic of "Advertising Rates." (See October issue.)

Mr. Throop gave an interesting and intelligent discussion of the subject and a number of members from the floor of the convention asked questions and entered into the discussion.

Mr. Hall explained to those present that owing to lack of response on the part of a number of daily newspaper publishers, who were invited to the meeting, and to the fact that the time of the convention had been so fully occupied by the other departments, it was deemed advisable not to bring up the other topics scheduled for discussion.

The arrangements for the proposed excursion, the reports of committees and the election of officers occupied the time of the afternoon session.

Report of the Committee on Resolutions

To the President and Members of the Twenty-seventh Annual Convention of the National Press Association:

Your committee congratulates the Association on the fact that this has proved one of the most educative, profitable and enjoyable conventions in the twenty-seven years of this organization.

The establishing of different departments, under the direction of separate chairmen, has proven of great benefit and the result has fully justified the plan.

Thanks are especially due to the chairman of these respective departments: Walter Williams, John Clyde Oswald, Frederick P. Hall and Ovid Bell for the splendid program each has presented for his separate department, and to all and each of the gentlemen who have prepared and delivered able and instructive addresses.

Better and more profitable printing and newspaper making must result and the calling be greatly improved, materially and permanently advanced by these able addresses covering so thoroughly the subjects and methods of education in newspaper-making, and all departments of journalism; advertising, management, cost-finding, printing and publishing by practical, experienced and successful men.

Thanks are also due to President Dowdell and to Secretary Parrott for faithful service in the performance of their respective duties. The management of Hotel Sherman have placed the membership of the convention under great obligations for many courtesies extended and for liberality in providing an especially well adapted hall for the sessions, and furnishing convenient rooms for the showing, by dealers and manufacturers, the comprehensive and interesting exhibits of printing machinery and appliances that have proved both instructive and attractive. It is only suggested that, hereafter, certain hours be set apart for examining of exhibits, and certain other hours for the sessions, so that justice may be accorded to both exhibitors and speakers at the different sessions.

Never before have entertainments been furnished on a more abundant and extensive scale than by the citizens of Chicago, this year.

The members of the allied trades of Chicago and the general committee of arrangements, headed by their chairman, Chas. E. King, who has worked with unflagging zeal for the entertainment and pleasure of all, have placed the members of the convention and their ladies under lasting obligations.

Hearty acknowledgements have been earned by and are cordially extended to the Association of Commerce of Chicago, to the City Club of Chicago, to the Press Club of Chicago and to the Auxiliary Committee of Ladies, and to the Illinois Woman's Press Association and to their members and representatives. Deserving special mention are Mr. E. C. Ferguson, Geo. C. Sikes and Pres. Douglas Malloch, who delivered addresses of welcome, respectively, on behalf of the Association of Commerce, the City Club and the Press Club of Chicago; also the members of the Ladies' Auxiliary Committee of the Chicago Press Club, who had charge of meeting and escorting the ladies of the delegates through the various entertainments of the convention, who, with Mrs. Charles Lederer as chairman, were constant in attendance upon the performance of their pleasant duties of hospitality; Mrs. Charles Lederer, chairman, and Mesdames Douglas Malloch, Edward H. Fox, W. H. Walker, W. M. Johnson, Mason Warner, A.

W. Glessner, Frank Roderus, Leroy T. Goble, Harry Hyman, W. R. Humphrey and Edgar A. Hall.

Also to the members of the committee in charge of the reception and luncheon given by the ladies at the Art Institute, to the wives and daughters of the visiting editors, and which was one of the most interesting of the series of entertainments:

Reception committee Illinois Woman's Press Association — Mrs. Harold McCormick, Miss Jane Addams, Dr. Julia Holmes Smith, Mary Eleanor O'Donnell, president; Mrs. Estelle Ryan Snyder, Mrs. Charles Sergel, Mrs. Kate Palmer, Mrs. Albert W. Holmes, Miss Ethel Maude Colson, Mrs. Roselle M. Dean, Mrs. O. W. Dean and Mrs. Charles King.

Reception committee women of the Press Club — Mrs. Charles Lederer, Mrs. Douglas Malloch, Mrs. Edward H.

Fox, Mrs. Mason Warner, Mrs. Edgar A. Hall, Mrs. A. W. Glessner, Mrs. Frank Roderus, Mrs. Horace Ford, Mrs. Harry Lyman and Mrs. Leroy T. Goble; Miss Caroline Huling, Mrs. Addie Andre, Mrs. S. Harvey Helm and Mrs. Laura S. Rabb.

These committees welcomed the guests at the headquarters in the Sherman House and conducted them to the Institute. Also the service committee that presided at the tables and poured — Mrs. Mary Moncure Parker, Mrs. George F. Gebhardt, Mrs. Charles S. Clark, Mrs. E. R. Nichols, Mrs. Douglas Malloch, Mrs. Edward G. Fox, Mrs. A. W. Glessner and Mrs. Harry Hyman.

The ushers, art critics of various Chicago newspapers, chosen to conduct the guests through the galleries of the Art Institute — Mrs. H. Effa Webster, Miss Maude I. Oliver, Miss Harriett Monroe, Miss Marion Bowlan, Miss Mabel Seymo, Miss Georgene Faulkner, Mrs. Mary De Lancey Holden, Miss Helen Bennett, Miss Mary Brush, Mrs. Edith Brown Kirkwood, Miss Mary Murphy, Mrs. Viola Chesbrough, Miss Mary O'Connor Newell, Miss Nellie Kleen, Mrs. Frances Squire Potter, Miss Adah Sweet and Miss Belle Squires.

Souvenir committee — Mrs. Louis H. Manson, Mrs. S. Baily Martin, Mrs. Ophelia Lawrence Blair, Mrs. Charles Henson, Mrs. A. W. Evans, Mrs. Lewis B. Powell and Mrs. William K. Sullivan.

Flower committee — Mrs. W. D. Eaton, Mrs. John Bass, Mrs. William Duff Hynie, Mrs. Idah McGlone Gibson, Mrs. Emma Clar Mottl, Mrs. Ida Lynch Hower, Mrs. Frances Woods, Mme. Qui Vive and Mrs. Voorhees.

Also to Armour & Co., Swift & Co. and Libby, McNeal & Libby, who welcomed all the visiting members and their ladies at a most enjoyable and well ordered luncheon at the Hotel Sherman and conveyed the whole party by special train to the sanitary and scientifically arranged yards and slaughter houses to view one of Chicago's best known and largest industries.

Also to the Chicago American League Baseball Club for the privilege of witnessing the White Sox-St. Louis game (June 25) as the guests of Charles A. Comiskey, manager.

To the Chicago Association of Commerce for a delightful moonlight lake excursion on the steamer United States, on the evening of June 25.

To the Selig Polyscope Co. for entertainment at the company's great Chicago plant, with full demonstration of the methods of developing picture plays and moving pictures, making the guests actors in an exciting scenario.

To the supply houses of Chicago for the artistic and appropriate badges furnished, and for a delightful theater party.

To the Press Club of Chicago for a reception and musical at the Press Club building.

Resolved, that the citizens of Chicago, and the members of Chicago's civic and press organizations, will be held in grateful remembrance for the unbounded cordiality and hospitality shown to the members of the National Press Association and their wives and daughters on the occasion of the twenty-seventh annual convention.

Respectfully submitted,

B. B. HERBERT, Ill., Chairman.
WALTER WILLIAMS, Mo.
W. H. MAYES, Tex.
Committee.

The chairman moved the adoption of the report. The motion was duly seconded and the report adopted by unanimous vote.

A special committee was named to receive reports of the officers and other regular committees. The convention then proceeded to the election of officers and the following were duly elected for the ensuing year: President, A. D. Moffett, publisher of the Elwood, Ind., Daily Record; vice-president, James Clyde Oswald, editor and publisher of the American Printer, New York; treasurer, W. R. Hodges, editor of the Sleepy Eye, Minn., Herald; secretary, George Schlosser of Sioux Falls, S. D.

National Council — Alabama, W. E. Gresby, Watchman, Breenboro; Arkansas, Erwin C. Funk, Democrat, Rogers; California, E. W. Richardson, Gazette, Berkeley; Colorado, George E. Hosmer, Ft. Morgan; Connecticut, George C. Woodruff, Enquirer, Litchfield; Illinois, A. W. Glessner, Gazette, Galena; Indiana, Chas. H. Neff, Herald, Anderson; Iowa, W. F. Parrott, Waterloo; Kansas, J. Byron Cain, News, Belle Plain; Kentucky, Samuel Roberts, Leader, Lexington; Louisiana, Miss Florence Dymon, The Planter, New Orleans; Maine, C. W. Robbins, Enterprise, Old Town; Maryland, F. G. Usilton, News, Chesterton; Massachusetts, E. H. Pierce, Journal, Revere; Michigan, F. A. Sherman, Times, Port Huron; Mississippi, R. H. Henry, Clarion, Jackson; Missouri, O. D. Gray, Leader, Sturgeon; Montana, James A. Metcalf, Review, Glendive; Nebraska, C. E. Nevin, Advocate, Laurel; New York, John C. Oswald, American Printer, New York; North Carolina, Mrs. W. C. Hammer, Courier, Ashboro; North Dakota, E. L. Peterson, The Globe, Milton; Ohio, Felix Koch, Cincinnati; Oklahoma, Leslie Niblack, Leader, Tuthill; Oregon, Albert Tozier, Pacific

Farmer, Portland; Pennsylvania, J. H. Trescher, Dispatch, Jeanette; Rhode Island, W. B. Frost, Manufacturing Jeweler, Providence; South Dakota, W. C. Lusk, Press and Dakotan, Yankton; Tennessee, T. L. Turner, Mail, Martin; Texas, W. H. Mays, Bulletin, Brownwood; Utah, J. E. Diehl, Record, Monmouth; Minnesota, H. C. Hotaling; West Virginia, Allen B. Smith, Sentinel, Parkersburg; Wisconsin, H. L. Hoard, Ft. Atkinson, Wis.

The past presidents and officers of the association are members of the National Council by provision of the constitution.

President-elect Moffett and Vice President Oswald made brief addresses of acknowledgement and thanks for the honors conferred, with pledges of earnest and loyal service.

The convention then, on motion, adjourned.

The Excursion Party Through South Dakota

The following were the members of the association who participated in the excursion through South Dakota, for account of which see August issue:

Geo. D. Givens, Mount Sterling, Illinois, Democrat Message.

Homer Harwood and wife, Warren, Michigan, Warren Watchman.

O. Palmer and wife, Grayling, Michigan, Crawford Avalanche.

H. Crihfield, wife and daughter, Atlanta, Illinois, Standard Star, Atlanta Argus, Waynesville Record.

Chas. H. Neff and wife, Anderson, Indiana, Anderson Herald.

B. B. Herbert, National Printer-Journalist, Chicago, Illinois.

H. C. Hotaling, wife and daughter, Mapleton, Minnesota, Blue Earth County Enterprise.

H. J. Clark and wife, Pontiac, Illinois, Pontiac Leader.

J. Faulke, Leakesville, Mississippi, Green County Herald.

S. J. Humphreys and wife, Bolivar, Pennsylvania, Bolivar News.

Joseph Grensler and Sons, Detroit, Michigan.

S. J. Porterfield and wife, Cullom, Illinois, Cullom Chronicle, Headlight, Launemin.

Miss Madge Porterfield, Taylorville, Illinois.

J. H. Trescher, Jeanette, Pennsylvania, Jeanette Dispatch.

Miss Josephine and Mary Clarke, Perry, New York.

Mrs. Alice E. Bartlett, Detroit, Michigan, Wolverine Press.

Mrs. Florence Waterworth, Detroit, Michigan, Wolverine Press.

J. Byron Cain and wife, Belle Plaine, Kansas, Belle Plaine News.

G. F. Colby and wife, Pecatonica, Illinois, Pecatonica News.

L. S. Paschel and sister, St. Charles, Illinois, St. Charles Chronicle.

F. O. Edgecomb, wife, son and daughter, Geneva, Nebraska, Nebraska Signal.

Chas. Lederer and wife, Chicago, Illinois, American Illustration and News Service.

Felix J. Koch, Cincinnati, Ohio, Illustrated Magazine and Newspaper Feature of Travel.

H. H. Sturges and daughter, Charter Oak, Iowa, Charter Oaks Times.

Wm. Kundurt, Beresford, South Dakota.

Mrs. E. Drillon, Dupree, South Dakota.

Mrs. H. O. Houghton, Lantry, South Dakota, Lantry Ledger.

J. A. Maxwell, Tulda, Minnesota, Tulda Republican.

Eugene L. Hote and daughter, Milford, Illinois, Milford Herald.

E. M. Garlick and wife, Hopedale, Illinois, Times-Review.

G. W. Hughes and wife, Clinton, Illinois, Clinton Register.

J. Feudner and wife, Rushville, Indiana, Rushville Republican.

H. C. Stevens and wife, Topeka, Kansas, Western Odd Fellow.

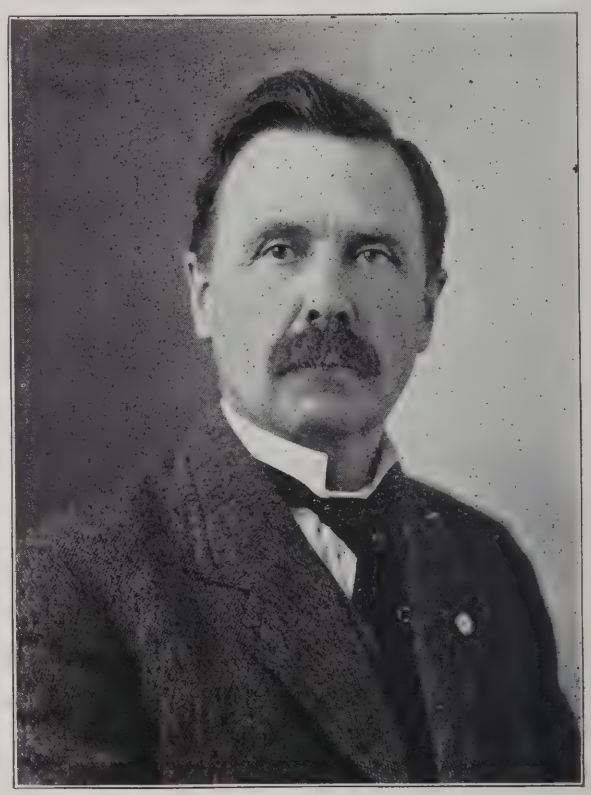
Mrs. Amelia Xanders and daughter, Columbus, Nebraska, League American Press Women.

Carl G. Clarke, Perry, New York, Perry Record.

Beatrice C. Stafford, Chicago, Illinois.

Mr. F. T. Colby, Jr., and wife, Chicago, Illinois.

Mrs. Wm. J. Mundt, Pierre, South Dakota.



Geo. Schlosser
Secretary National Association

Edward H. Fox and wife, Chicago, Illinois, Western Brewer.

A. W. Merritt, Lostant, Illinois.

Mrs. O. E. Bowman, Montrose, South Dakota, Herald.

F. N. Mills, Sioux Falls, South Dakota, Sioux Falls Press.

E. W. Caldwell, Sioux City, Iowa, Sioux City Journal.

Grace Thornburg, Monticello, Illinois, Pratt County Republican.

P. C. Howell, Newark, South Dakota, State Line News.

L. Wm. House, Roscoe, New York, Review.

R. L. Davis, wife and daughter, Mount Sterling, Illinois, Democrat Message.

C. Overton and wife, Coney Island, New York, Brooklyn Journal.

H. E. Taylor, Traer, Iowa, Star Clipper.

E. W. Hartman, Lake Forest, Illinois, The New World.

Frank Roderus and wife, Chicago, Illinois, American Sugar Industry.

Herbert Marshall, Lima, Ohio, Lima Advertiser.

G. L. Parmenter, Lima, Ohio, Lima Advertiser.

W. R. Hodges, Sleepy Eye, Minnesota, Herald-Dispatch.

A. R. Parrish, Maywood, Illinois, Florida Fruit Grower.

Edgar A. Higgins, Avoca, New York, Elmira Daily Advertiser.

H. H. Heath and wife, Artesian, South Dakota, The Common Wealth.

Charles McCaffree and wife, Howard, South Dakota, Howard Press.

J. P. Simons, Monticello, Indiana, White County Democrat.

W. E. Whiteside, Columbus Junction, Iowa, Columbus Safeguard.

H. L. Hoard and wife, Fort Atkinson, Wisconsin, Hoard's Dairyman.

Mrs. A. Holmes, Fort Atkinson, Wisconsin, Jefferson County Union.

A. D. Moffett and wife and Miss Ruth, Elwood, Indiana, Elwood Daily Record.

Mrs. Estelle Ryan Snyder and daughters, Chicago, Illinois, editor and publisher of Vital Topics Magazine.

W. J. Snyder, Chicago, Illinois, W. J. Snyder Publishing Company.

R. E. Dowdell, wife and three daughters, president N. P. A., Artesian, South Dakota, Sanborn County Advocate.

H. E. Dawes, Fulton, South Dakota, Fulton Advocate.

F. L. Mease, wife and sister, Madison, South Dakota, Daily and Weekly Sentinel.

J. S. Headley and wife, Menno, South Dakota, Hutchinson Herald.

J. C. Palmer, wife and daughter, White Lake, South Dakota, White Lake Wave.

Dean C. Trippler, Canova, South Dakota, Canova Herald.

Mrs. L. R. Eastwood and daughter, Watertown, South Dakota.

E. L. Peterson, Milton, North Dakota, The Globe.

Mrs. M. B. Nute, Chicago, Illinois.

Mrs. J. J. Stevens, Mitchell, South Dakota.

Miss Griffin, Mitchell, South Dakota.

John D. Deets, Pierre, South Dakota, Commissioner Immigration.

Mrs. S. B. Merritt, Lostant, Illinois, Editor Lostant Local.

Miss Marjorie Bangs, Lostant, Illinois, Assistant Editor Lostant Local.

Miss Louise Merritt, Magnolia, Illinois, Corrrespondent Henry Republican.

William J. Mundt, Pierre, South Dakota, South Dakota Messenger.

J. H. Tierey, Aberdeen, South Dakota, Traveling Immigration Agent.

Mr. Sellers, Pierre, South Dakota, private secretary of the governor.

George Schlosser, Sioux Falls, South Dakota, secretary N. P. A.

Tyler Edgecombe, Beatrice, Nebraska, Daily Express.

E. M. Thomas, Huron, South Dakota.

C. E. Nevin, wife and daughter, Laurel, Nebraska, Advocate.

Mrs. J. O. Hubbell, Idaho Falls, Idaho.

Miss Julia Anderson, St. Charles, Illinois, Chronicle.

George H. Hoffman, Selby, South Dakota.

The trip proved one of instruction and interesting delights. Poems were extemporized and songs written and sung in praise of South Dakota, and published in local papers of the cities visited. There were automobile rides, banquets and oratory. On the return trip unanimous votes of thanks were extended to South Dakota officials and citizens, and the press, the commercial clubs and the people of the different cities, who treated the party with liberal attentions, notices and broad hospitality.

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A. D. Moffett, President of the National Press Association

The course of life in the great middle west during the last half century has been so uneventful that the career of the average man has no salient points upon which to hang a biography.

A. D. Moffett, president of the National Press Association, is no exception to this rule, but he comes of good fighting stock, having Revolutionary ancestors in both the maternal and paternal line.

He was born at the Moffett homestead in Owens county, Ind., October 10, 1859. He grew up on the farm and attended the district school, winning his first distinction as a prize speller. Later official duties took the family to the county seat where he attended high school.

He was graduated from Indiana University in 1883

A. D. Moffett
President National Press Association

and took his place among the educators of the state as a superintendent of city schools. In 1889 he received the degree of Master of Arts from his alma mater and the next year continued his advanced work in English and History at the Johns Hopkins University, Baltimore.

In 1897 he became the sole owner of the Elwood Daily Record and the Weekly Free Press at Elwood, Ind., and gave up school work for the broader field of journalism.

In the new field Mr. Moffett has displayed the same persistent effort and high ideals which characterized his work in the schools. He is recognized as a leader among the county newspaper men of the state and has served the state associations in the highest official capacities.

Mr. Moffett was married in 1884 and his charming and capable wife is his good comrade in all things.

Wisconsin Editors in Fifty-Ninth Annual Convention

Instructive Addresses, Profitable to All Newspaper Makers and Printers

N INCREASED interest and attendance over those of recent years were the gratifying characteristics of the fifty-ninth annual convention of the Wisconsin State Press Association. The sessions were held in the splendid clubroom of the Pfister hotel, Milwaukee, August 5 and 6. As showing the interest taken, not a number provided on the program was omitted, and each number was given a full and attentive hearing. The discussions were animated.

The Sentinel, Journal, Free Press and Evening Wisconsin, Milwaukee's ably conducted dailies, gave proper recognition and very full reports of the proceedings. Why should not the deliberations of men, who represent and are promoters of, all the best interests of the state, receive the attention of the local press where their meetings are held? Why are not the people as much if not more interested in their doings and discussions than in those of the members of any other worthy calling?

Welcome by Ex-Editor, Ex-Governor and Ex-Mayor, George W. Peck

In the absence of the mayor, the editors were welcomed to the city by George W. Peck, who has been for many years a member of the association, and has occupied, at different times, the positions of president of the Wisconsin Press Association, mayor of Milwaukee and governor of Wisconsin. Mr. Peck said, in part:

"If this had been twenty-one years ago I might have welcomed you here today as mayor, but I can assure you of hospitality of the city on behalf of its citizens.

"We are all glad to see you here and hope you will enjoy your stay. If you are in trouble, all you have to do is to show the badge of the association. We all hope, however, that your stay will be pleasant, as we know it will."

Mr. Peck told how he secured money fifty years ago, while an apprentice in a printing shop in Jefferson, to attend the first annual meeting of the association in Watertown. "It was the greatest event in the country up to the time," he said, "and was largely attended by prominent statesmen and scholars. The editorial association has done more for the state of Wisconsin than any other association in bringing people to Wisconsin and convincing them that they could find no better place."

Ex-Lieutenant Governor Emil Baemsch, of the Manitowoc Post, made a fitting response on behalf of the association.

President W. H. Bridgman Advocates Permanent Headquarters in Milwaukee

President Bridgman, in his annual address, urged a closer and better acquaintance between the editors of the state and recommended a systematic campaign for the increase of the membership of the association.

Organization and Action Urged

"This organization had a great and powerful membership in days when the printing and publishing business of the state was comparatively unimportant," said Mr. Bridgman. "Today, when almost every trade and profession is governed by a perfect organization, the printing business languishes until the stern hand of necessity knocks on the door of our sanctum and demands that we do something.

"I appeal to you today to take action. We must admit that such an organization is desirable, is necessary. With its record of achievement, why allow this association to be supplemented by another organization? Why not justify its existence?

Permanent Headquarters Needed

"What an organization of this character most needs under existing industrial conditions is a permanent headquarters in charge of a salaried manager, who shall be constantly 'on the job,' in the interests of the association. There are so many ways in which he could make himself and his office profitable to the membership which this association ought to have that he could easily make his office pay his salary and leave a surplus in the treasury each year.

Suggests Milwaukee Offices

"This headquarters should be located in the commercial metropolis of the state, and should serve as a clearing house for the printers and publishers. It should be the recognized agency for all foreign advertising, its manager should represent us at the seat of state government, and backed by the prestige of this association, should be heard by the lawmakers on all subjects affecting our welfare. It should be the headquarters of a mutual insurance organization, which would be the means of saving us large amounts, and should serve as a general commercial agency, protecting the trade from fakes and imposters of all sorts."

Crudities of Public Printing Laws

President Bridgman, in conclusion, called attention to the inequalities in the laws governing public printing in the state.

"The crudities and inequalities of our present laws on this subject, are the occasion of many of the attempts at legislation hostile to our interests."

Lawmakers Do Not Understand

Merlin Hull, in his paper on "Hostile Lawmakers," said that the last legislature was not hostile to the country publishers, but did not understand the printing business and, therefore, their attempt to bring about more economy might have led to injustice if it had not been headed off. The trouble with the legislature was that when the members started out for economy, the first thing they struck at was the public printing, which they looked upon as so much graft. "The present system needs to be improved. Newspaper publishing is the only profession in the state whose charges are regulated by statute. All other professions can charge what they please. The high cost of living has affected the newspaper publishers as well as others. Printing material has gone up, but the average legislator thinks we should accept the same old pay on rates fixed years ago. The present rates for publication ought to be given attention by the publishers." It was purely a business proposition. If rates were just, this fact should be shown to legislators; if not right, they should be made so.

Object to Printing Bill

In a discussion of Mr. Hull's paper it was stated that all state printing had now to be done by the state printer, knocking the country publisher in towns where there were normal schools and other state institutions out of work. This, Mr. Hull said, in reply, was due to the printing bill. "If the printers of the state will study the printing bill, they will see what they are up against."

E. T. Wheelock spoke on mail order houses and the manner in which they affected the country publisher. Unless there was more attention paid to rural conditions and the population held on the land rather than being

congested in cities, Mr. Wheelock held, the drift would be to socialism with a socialistic state as a picture of the future. He advised the publishers to get busy in their own communities and wake them up until there should arise a feeling of community interest which would result in improved country conditions and less drift to the cities in consequence of better conditions in the agricultural sections.

Visit a Modern Daily Plant

At the close of the first session, the members in attendance were photographed and then, seated within and on top of an old-fashioned tallyho coach drawn by six horses, they were driven to the plant of the Milwaukee Daily Journal where nothing antiquated was to be found. The members were greeted at the entrance and conducted through the linotype, stereotype and press rooms or departments. The linotypes have become of such general use in small as well as in large offices as not to be viewed with particular wonder, though there were expressions of approval as to arrangement, and of gratification over the efficiency shown in production.

When, however, forms were locked and sent to that wonderful time-saving device — originated by A. Wire Wood of New York — the auto-plate, and were followed to the room below, where they were delivered to the press in two minutes, as shown by time kept by some of the visitors, there were heard on every hand expressions of surprise and admiration.

A modern printing press in motion is always of pleasurable interest, and the running, folding and delivery of the papers by a Goss press at the rate of twenty-five thousand copies an hour, made even these newspaper makers, coming mostly from the interior cities, realize that "it was going some."

A big sporting edition was being run off and Mr. C. W. Fraser of Menominee Falls, later chosen president of the association, only expressed the sentiments of many others when he called it "a great sight."

"It was a case of brains and skill and red hot speed all combined, and yet everything worked as smoothly and as easily as falling off a log. A sight like that was worth going miles to see. Why, we small fellows think we are playing hob when we tack a couple of extra pages onto our papers. But that sporting extra — it went like greased lightning, and it had all the news a man would care to read stored between its columns. That was the proof of the pudding."

Group of Wisconsin Editors Taken Just Before Tallyho Coach Ride to Offices of Milwaukee Journal

Second Day's Sessions

Many able papers were presented at the second day's sessions, Tuesday. Frank E. Noyes, of the Marinette Eagle-Star, whose paper appears elsewhere in this issue, depicted many abuses practiced upon and evils inflicted on the press by the wily press agent, under the topic "The Press and the Press Agent," while Bart. J. Ruddle of Milwaukee showed the other side of the shield by a reversal of the topic "The Press Agent and the Press."

C. J. Gustin of the Glenwood City Tribune, gave his co-workers many useful and inspiring thoughts on the subject "Prophet or Jester." He properly placed the newspaper function very high in its influence, opportunities and in its responsibilities. He took the view that the newspaper man should lead rather than follow.

"What the profession needs and what the world needs and needs sorely is more newspaper men who print things because the public needs them and not because the public wants them.

"I believe in an independent press, and I furthermore believe that an independent press is not only possible, but that it would be far more successful from every desirable point of view than our press semi, or perhaps only slightly independent.

"The paper which keeps its ear to the ground to catch every unjust, unreasonable or unwarranted popular murmur, in order that it may play it up, thus posing as a friend of the people, is not an independent paper; is not a wholesome paper; is not a paper fit to live."

Cost of Printing

H. W. J. Meyer, of Milwaukee, discussed the cost finding system and matters related thereto under the topic "The Cost of Printing." This paper elicited discussion in which the editor of this paper joined, and the paper and discussions will be presented later.

Service to Agriculture

Andrew Hopkins of The Wisconsin Farmer, Madison, discussed "The Press and Wisconsin's Greatest Industry," urging, as this paper has so frequently urged, the great service that the newspaper may and should render to agriculture in its different branches. Interesting and strikingly illustrative facts were given as to the extent of Wisconsin's great dairying interests.

Philosophy of Advertising

F. G. Cramer of Cramer-Krassett Co., Milwaukee, gave an exceedingly instructive and useful talk on "The Philosophy of Advertising." He told the editors how they should co-operate with advertisers and fertilize the advertising — make it more productive. He showed that the quality, character and standing of a newspaper as well as its circulation had much to do with the value of advertising space.

"Free Graft" was handled in a forcible manner by J. M. Hibbard, while C. W. Fraser talked of "Political Advertising; How to Classify It."

Newspaper Ethics

Mr. J. L. Sturtevant of the Wasaw Record, presented an able and brilliant paper on "Newspaper Ethics" in which he took exceptions to the wording of the questions on the program of the newspaper conference held at Madison the previous week. As viewed by Mr. Sturtevant, the program arraigns the press for unreliability and for falsification of news in the interest of capitalistic owners, advertisers and others.

As to the country newspaper man he is, said Mr. Sturtevant, no longer an object of charity but a business man, who, if he knows his business and looks after it as he should in this day of competition, has the right to rank with other business men in a community. He urged his hearers to stop posing as objects of charity, to get out and defend their business, and defend their property from that "superior sort of beings who touch but to defame."

Misshapen Views of Newspapers

"It is time to get back to fundamentals. There has been altogether too much running after false gods, too much chasing after misshapen ideals, during the last few years. It is time for newspaper men, as well as those in other lines of endeavor, to get on an intelligent, sane and safe foundation, a basis for honest, conscientious work. I am going to talk to you for a few minutes about some phases of newspaper work, which appear to have been lost sight of during the last ten years, some phases of newspaper work which ought always to be at the front, but which have been more or less obscured by the clouds of suspicion, of hatred and distrust, which have been stirred up by irresponsible, dishonest newspaper and magazine writers, whose effusions the public, having been brought up to believe in its newspapers, has accepted as the truth.

Recent Changes for the Better

"There has been a marked change in the newspaper business during the last twenty years, and the change has been for the better. Twenty years ago most newspaper men, and particularly those of the smaller papers, looked upon their business as a kind of genteel eleemosynary institution. They asked for subscriptions and for advertising, upon the belief that a newspaper was a good thing to have in town, that it supported public enterprises and should in its turn be supported. The matter of quid pro quo was not considered, and the public generally conceived the idea that whatever business it gave a newspaper was a donation to charity. Newspapers and newspaper men were looked upon as a sort of a necessity, not necessarily evil, but were not, except in special instances, classed as business enterprises or business men.

Refers to Newspaper Conference

"Last week, in the city of Madison, under the shadow of a great university, there was held what purported to be a national newspaper conference, to discuss the subject: 'Are Newspaper and Magazine Writers Free to Tell the Truth? If Not, Why Not, and What Can Be Done About It?' Why was it necessary to call a public meeting to consider a question, the very form of which was an insult to every decent, conscientious newspaper man? It was because the newspaper, and more particularly the magazine diggers in the mire, who had done so much during the past ten years to make the public lose confidence in itself, who have been discredited and disowned by reputable publications, needed bolstering up. They needed the prestige of being asked to talk at a conference, held under the auspices of a university, which would give their addresses, there delivered, a verisimilitude of truth, so that they could again find a market for their putrescent wares. I happen to know the genesis of this conference, the men who suggested it and who planned it and who attempted to work it out. Ten of them, three newspaper men of the stripe of which I have spoken, five magazine writers of more or less unsavory reputations, and two university professors, who claim to be sociologists, conceived the idea and outlined the program. A sociologist is an interesting character; he seems to think that when the good Lord was creating the earth, He saved out some especially fine clay from the various crucibles and at the very last moment, used it to mold the sociologist. They seem to know more than any one else. One of this particular pair is generally recognized in Madison as being the one man who knows everything. He even knows more than the man whom Josh Billings had in mind when he said: 'It is sometimes better not to know so much as to know so many things what ain't so.'

Calls Promoters of the Newspaper Congress Sensational

"These men, therefore, conceived the idea that if they could but dignify their work by having it sanctioned at a so-called national conference, it would give their class of pests a new lease of life. These unscrupulous, dishonest, sensational opportunists have done more to injure and belittle the newspaper business, and have done more to discredit it than all the real newspaper men in America.

"This national newspaper conference was unjust to the thousands of real newspaper men. As usual in a discussion of this kind, the central figure is the big fellow, the yellow press of the big cities, the magazines with their hundreds of thousands of readers. No thought is given to the little fellows, like the country press in Wisconsin. A Boston paper is alleged to be controlled by its advertisers, ergo, every newspaper, no matter how small the town where it is printed, is controlled by its advertisers; nothing is further from the truth. I say without fear of contradiction that the press of Wisconsin,

the country press, if you please, ranks higher, each in its community, than do the big dailies in New York and Chicago. The men and women who edit them are of a stronger character, are more highly esteemed by their neighbors, are better citizens and do more for the common good than do the so-called big men in the business. Their lives are as an open book. They make mistakes, but the person who does not occasionally make mistakes never does anything else. The good they do far outranks that accomplished by the occasional crusades of their flamboyant contemporaries in the cities. They are modest, they live good lives, they are real upbuilders of communities and are the greatest source of enlightenment and education in the country, and they could not live and grow unless they were true to their convictions."

Officers Elected

The following officers were elected for the ensuing year, on separate nominations, by unanimous votes, — the secretary in each case being instructed to cast the entire vote of the convention for each candidate:

President, C. W. Fraser, Menomonee Falls.

Secretary, C. A. Booth, Milwaukee.

Treasurer, E. J. Scott, Shawano.

Vice presidents: First district, J. S. Hubbard, Beloit; second district, H. W. Bolens, Port Washington; third district, J. M. Hibbard, Stoughton; fourth district, H. Towell, South Milwaukee; fifth district, J. W. Campsie, Milwaukee; sixth district, C. H. Slocum, Omro; seventh district, George T. Cooper, Black River Falls; Eighth district Charles F. Carr, New London; ninth district, John A. Kuypers, Depere; tenth district, A. C. Colfax; eleventh district, R. J. Hennessey, Hayward.

Each candidate when named received high enconiums. Mr. C. A. Booth, of the Milwaukee Sentinel, had especially endeared himself to the members by his success in arranging and carrying out the local arrangements for this convention and by his constantly thoughtful attentions and courtesies.

Postal Laws Resolutions

The following among other resolutions were unanimously adopted: Resolved, That we are opposed to the adoption of 1 cent letter postage until such time as it can be done without causing a deficit in the postal revenues or a shifting of the burden to second class matter, believing that rates for the latter are as high as they ought to be.

Resolved, That in place of any general increase in second class postal rates we recommend an adjustment on the zone system, to the end that the larger publications and the heavy magazines, which send much bulk mail across the continent, may be required to pay a rate commensurate with the service they receive.

Another Group of Wisconsin Editors Taken Just Before Taking Automobile Ride Through the City and Parks

Want Milwaukee Headquarters

The suggestion of President Bridgman for headquarters in Milwaukee was approved and a committee of five to make investigation called for.

At the close of the regular program, Lieut. Col. J. A. Watrous and C. W. Bowron, former presidents of the association, were called upon and spoke briefly. President Bridgman resigned the gavel to the newly elected president, C. W. Fraser, who returned his thanks to the association for the honor that was conferred.

Viewing Milwaukee and Banqueting

Following the closing session, the members enjoyed a most delightful ride through the city and out to the parks. All were greatly pleased with, and many surprised at, the improvements that have been made and were

ready to vote Milwaukee "the city beautiful"—the "Cream City" of the lakes in all that pertains to cleanliness, orderliness, attractiveness, elegance of homes, schools, churches and public buildings; the charms of lawns, shade trees, gardens and parks. One fourth of the population of Milwaukee is said to be of foreign birth and one half of these come from Germany. They have come to this land, evidently, with their love of law and order, of gardens, parks, flowers and trees.

The press club rooms were visited and also the great auditorium, the size, the halls and arrangement of which in every way proved a wonder and worthy of any metropolis of this republic.

In the evening a banquet tendered by the Milwaukee Daily Newspaper Publishers' Association in the red room of Hotel Pfister, was greatly enjoyed.

The menu was excellent and entirely free from wine, beer or other malt or spirituous liquors. They were not needed either to give relish to the food or zest to the occasion. At the close of the menu W. H. Parks, president of the Milwaukee Daily Newspaper Publishers' Association, took charge and opened the post-prandial exercises, with an address of welcome, to which President Bridgman of W. P. A. fittingly responded. President Parks then introduced Frank A. Camon, secretary of the Citizens' Business League, to act as toastmaster, and he filled the position with zest, dispensing pleasantries, stories, informing facts, and stirring thoughts.

Mayor G. A. Bading spoke to the toast, "The City of Milwaukee." He acknowledged his obligations to the newspapers and freely stated that he proposed ever to take the members of the press into consideration and to invite them to counsel on all measures for the advancement of the public good and the securing of better city government.

He was elected by the combination of the members of all political parties against the partial rule of socialists, through the preceding mayor, a rule that the toastmaster plainly indicated had been very unpleasant if not burdensome and injurious.

Governor Francis E. McGovern was represented by his private secretary, Col. Duman McGregor, who gave an exceedingly interesting talk on "The Evolution of the Newspaper."

"The National Newspaper Conference" was critically treated by J. L. Sturtevant of Wasaw, whose remarks, in the convention, have been given.

Col. Watrous took the place of Hon. George W. Peck and treated the banqueters to "Reminiscences of the Press of Wisconsin." Among other things, he told how the model young women had taken the places of editors and printers in the sanctum, and at the case and as managers and reporters, when the men were called to arms for the saving of the Union. He spoke of the high positions they have since won in the newspaper and business world, and strongly advocated the conferring the duty and privileges of full citizenship, or suffrage, that they might exercise a right that was theirs and perform a service for themselves and others for which they had proven themselves fully equipped and competent.

Judge Paul Carpenter gave an able lawyer's views on "The Relations of the Newspaper with the Business Interests of Milwaukee."

Hon. Harry Bolens of the Port Washington Star—who had been introduced with an enumeration of the many positions he held in and the many services he rendered to his city—spoke of "The Weekly Newspaper"; talked "turkey" not only about the newspaper but about "The Newspaper Conference" and schools of journalism. It is a little strange how members of an association, that has been holding conventions for fifty-nine years in order to learn about the conducting of newspapers and doing job printing, can not comprehend how the things that they and others have found out and have told to each other, can be taught to young men and young women, so that they can enter upon the callings supplied with the accumulated knowledge and experience of their predecessors.

The toastmaster, Mr. Frank Cannon, had been assigned to the topic—before promotion to the position that he so well filled during the evening—and he spoke very instructively and inspiringly, on "The Newspaper's Place in the Progress of the City and State."

Thus closed a model convention, the fifty-ninth of the Wisconsin press, which we have given with all possible detail for the instruction and inspiration that may be received therefrom, by other associations and their members, by newspaper makers and job printers.

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Cameron W. Fraser

The New Head of the Wisconsin Press Association.

\MERON W. FRASER, editor and publisher of the Menomonee Falls News, was born in the town of Bingham, Huron county, Mich., May 15, 1864, the son of Hugh and Albina (Noonan) Fraser, who were the pioneers of that part of the Peninsular state. His grandfather, Hugh Fraser, was a resident of Vernon, Waukesha county, Wis., from 1839 to 1879. The family was one of the territorial settlers in Wisconsin, who came West with the late Alexander Mitchell, for many years Milwaukee's leading banker and railroad man.

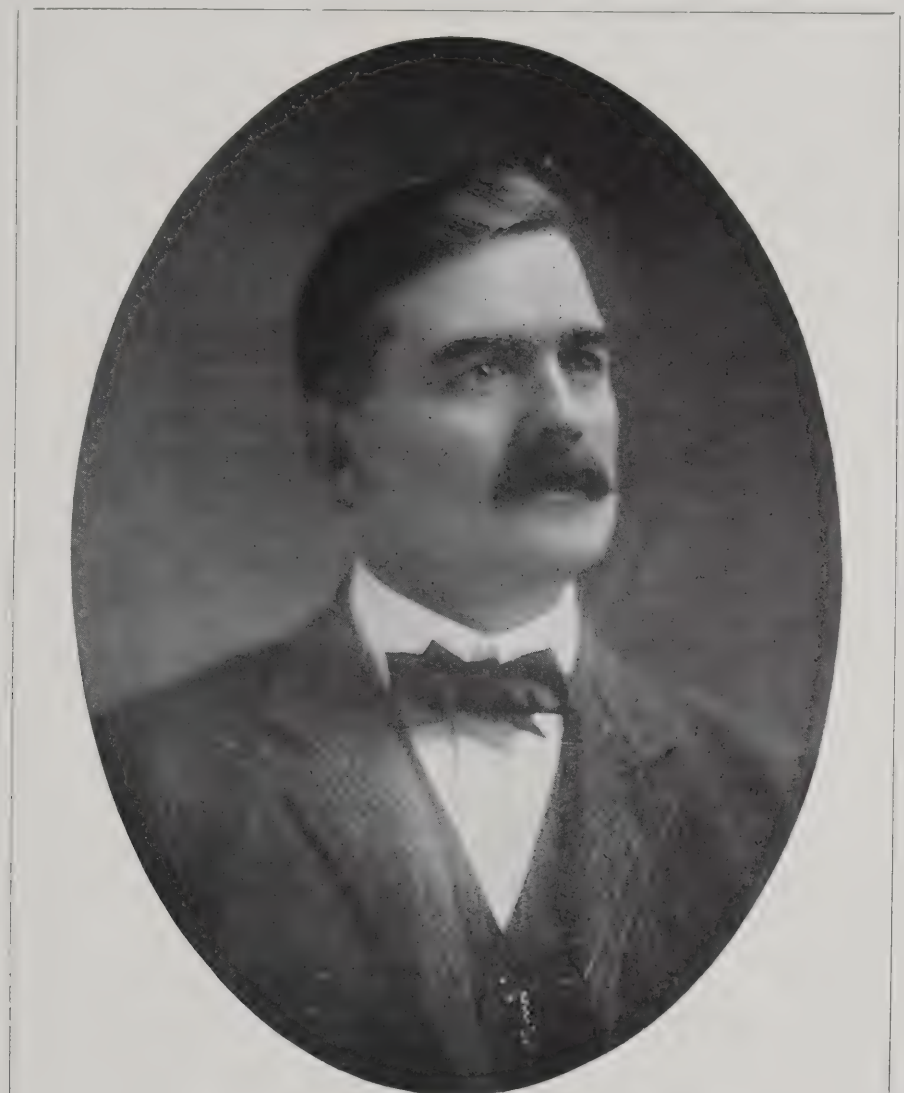
After a few years' sojourn in Milwaukee, then a trading post of Solomon Juneau with the Indians, the grandfather of the subject of this sketch journeyed out from the lake shore and located a homestead of 240 acres on the "Mukwonago road," then but a mere blazed trail to the Mississippi River. This homestead still bears the family name.

Cameron Fraser's parents, while in Michigan, followed lumbering. At one time his father was one of the most extensive operators in the thumb of lower Michigan.

C. W. Fraser was educated in the common schools of Wisconsin and at Carroll College, Waukesha, Wis., of which latter institution he was elected a trustee, holding that position for a number of years. After finishing school, he went back on the farm and helped in the management of the estate so that his younger brothers might have a chance to get an education. In the year 1879, he went west, making a trip through several western states, and had decided to locate at Sioux Falls, S. D., when the tide of his affairs turned, and he became a resident of Menomonee Falls, Wis., in 1890. There he accepted a position as bookkeeper with a large manufacturing concern, and was in their employ for four years. It was during this period of employment with the agricultural works that he became interested in the newspaper business. It was during the management of the first paper published in his home town that the possibilities of the beet sugar industry were brought favorably to the front in the state of Wisconsin, and largely through the publicity given at the time was the reason of locating the pioneer sugar mill of Wisconsin at Menomonee Falls. Mr. Fraser was married on September 28, 1892, to Miss Nellie Seabold, only surviving daughter of John E. and Adelaide Seabold, pioneer residents of the community where he now resides. Mr. Fraser, while never a strict partizan, has been honored in public office at various times. In 1894 he was elected clerk of

the courts of the County of Waukesha, was for a number of years a representative of the Republican State Central Committee from the state, and since 1892 has been an official of every national Republican convention, receiving his appointment from the national committee.

In 1900 he established the Wisconsin Sugar Journal, the first paper east of the Mississippi River devoted to the interests of sugar beet culture and agriculture in general. The progress of the industry in Wisconsin is largely indebted to the Sugar Journal, through Mr. Fraser's able advocacy of the industry as a desirable one to the farmer, and the practice of intensive farming. Besides being the editor of two papers, he is a practical farmer, and devotes much time to his farm situated close to this city. His business interests are several — a stockholder in the Wisconsin Sugar Company, director of the Citizens' State Bank, and president and general manager of the Menomonee Falls Telephone Company. Mr. and Mrs. Fraser are members of the Presbyterian Church; he is also a member of several fraternities and of the Commandery of Knight Templars at Waukesha, Wis. At the fifty-ninth annual convention of the Wisconsin Press Asscciation, held at Milwaukee, Wis., he was elected president of the association. The organization is the oldest of its kind in the United States.



Cameron W. Fraser, Menomonee Falls, Wis.

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Washington, August 8. The American Paper and Pulp Association of New York, with 200 members, and the National Association of Employing Lithographers of Rochester, with 121 members, have now been elected to membership in the Chamber of Commerce of the United States of America.

Though the National Chamber of Commerce was organized as recently as April 22, more than 77,000 business men of the nation are now affiliated with it through 102 different organizations covering twenty-nine individual states and the Hawaiian Islands. The Chamber of Commerce of Alexandria, Va., with fifty-two members, is the smallest local organization that has so far joined; the Chamber of Commerce of Boston, Mass., with 4,609 members, is the greatest. The National Association of Glue and Gelatin Manufacturers of New York, with thirty-six members, is the smallest national body that has so far become affiliated. The next in size is the United States Potters' Association with fifty-six members.

The detail work of the national chamber is being carried on by the following men: General Secretary, Elliot H. Goodwin, formerly secretary of the National Civil Service Reform League; field secretary, Edward F. Trefz, formerly advertising counselor to the Painted Display Advertising Association of the United States; assistant secretary, D. A. Skinner, formerly assistant chief, Bureau of Manufacturers, Department of Commerce and Labor; chief of editorial division and editor of "The Nation's Business," G. Grosvenor Dawe, formerly managing director of the Southern Commercial Congress.

REVIEW OF JOB PRINTING

Address All Communications to Leon H. McNeil, 400 W. Washington Street, Findlay, Ohio

AN INTERESTING collection of specimens from H. Emmett Green, El Dorado, Kan., includes some beautiful color combinations and pleasing type arrangements, in which simplicity predominates. Mr. Green, in all his productions, shows the possibilities that can be obtained with the use of one series of type, and his choice seems to favor the favorite of all favorites, Caslon Old Style. In nearly all his specimens shown herewith the Della Robbia border is used to excellent advantage, the classic design of same harmonizing well with the type employed. We are pleased to show a grouping of Mr. Green's recent works, and they convey a lesson which we trust will not be thrown away on the younger typographers especially. This young progressive printer has risen to the position he now enjoys, as one of the best typographers in the West, by close, careful study and application to business. Job printers, as a class are deficient in the selection of inks and paper stocks; however this does not apply to Mr. Green, as his specimens all show the proper regard for both these elements, and in each instance the design and color treatment have been arranged to harmonize with the stock, and the results are to be commended.

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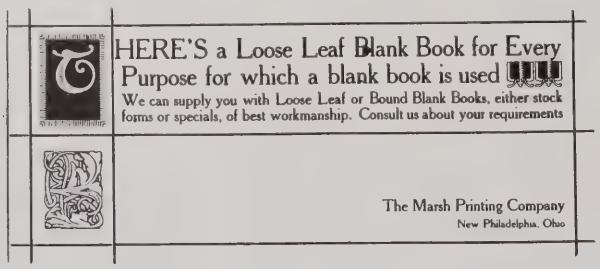
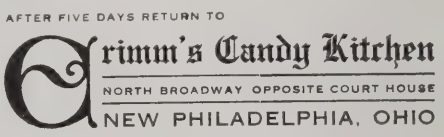
Specimens of printing which are uniformly good as to general arrangement, and a number which show original treatment, come from J. Forest Tucker, New Philadelphia, Ohio. From a number of these excellent specimens we have selected for


HERE'S a Loose Leaf Blank Book for Every Purpose for which a blank book is used
We can supply you with Loose Leaf or Bound Blank Books, either stock forms or specials, of best workmanship. Consult us about your requirements
The Marsh Printing Company
New Philadelphia, Ohio

reproduction two which offer valuable suggestions for the printer who desires to produce "something different." The blotter, advertising loose-leaf blank books, was on enameled blotting, printed in black, green and orange. The envelope corner card was in black, with the large "G" in orange. The general tone of Mr. Tucker's work is distinctively high, and we are particularly pleased with the general balance and symmetry of the type arrangements



and the effect of numerous rule designs. The York Township Sunday School Association program is delicate and pleasing.

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Believing readers of this department to be especially interested in a showing of printers' stationery, we show herewith a novel and pleasing combination of engravers' design and type work. Original was printed in black, red and orange, firm

name being embossed. The Shirley Press was responsible for some of the excellent advertising literature issued to advertise the United Typothetae convention now in session at Chicago.

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John W. Roper, Chicago. Easter Exercises program is the best of your two designs submitted. However, the red ink is neither appropriate nor pleasing, and appearance of work would have been improved 90 per cent by use of antique stock. On the crucifixion page you have used too many sizes of type and endeavored to display too much. Red on cross should have been omitted.

✣ ✣ ✣

Fred F. Flatt, editor of the Times, Thurman, Iowa, sends a varied assortment of samples which are fairly well handled. There is a tendency to use too bright colors on some of the jobs. Type matter on letter heads is run too close to top of paper. Barbour & Son statement is your best specimen.

✣ ✣ ✣

A twenty-page catalogue, issued jointly by the Miller Saw-Trimmer Co. and the Keystone Type

Foundry, is well arranged and faultlessly printed. Its pleasing typographical appearance is sure to arrest the careful consideration of those for whom it is intended.

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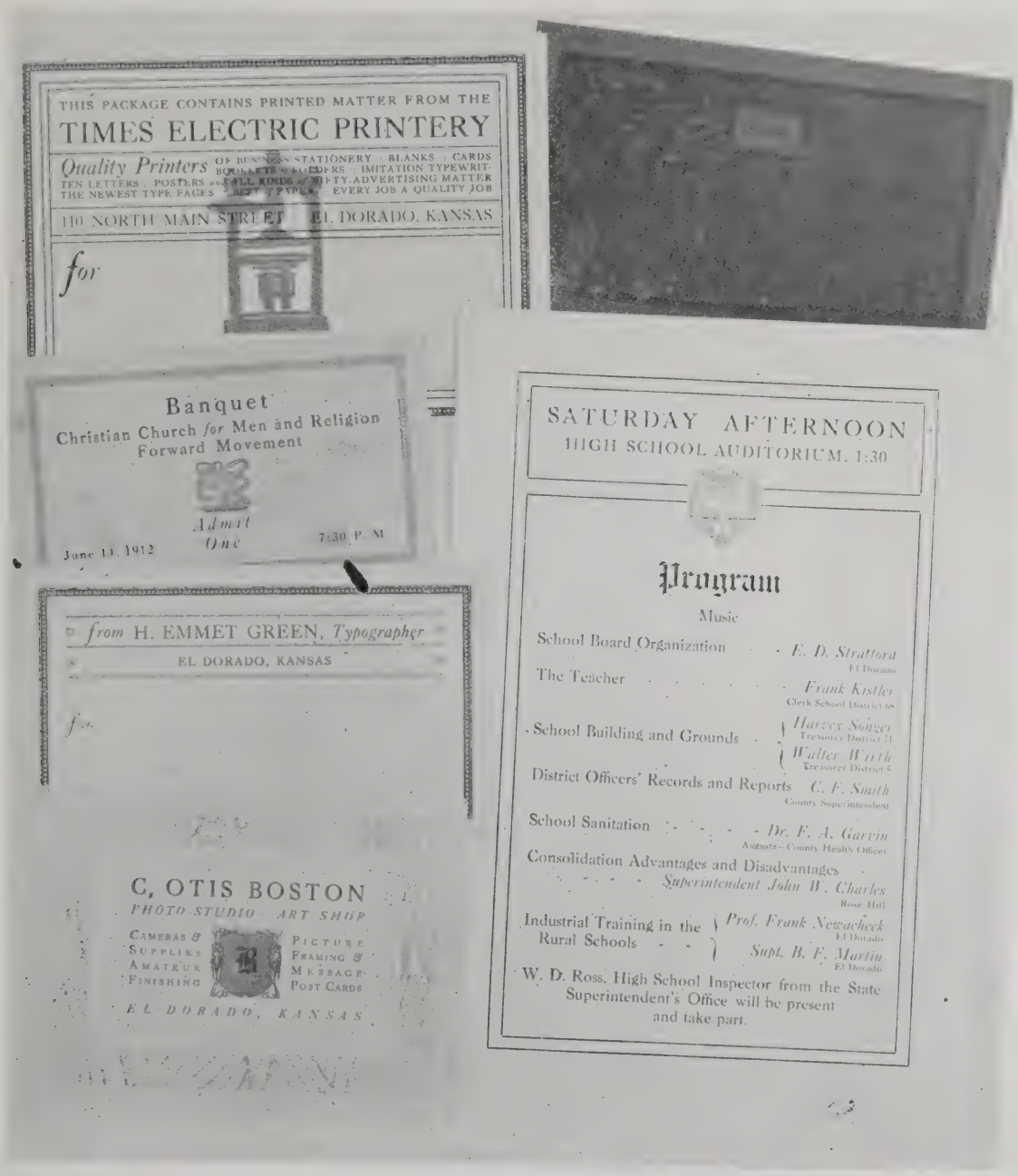
The better class of theatrical managers are fast doing away with the "flashy" or circus style of exploiting their attractions, and today we find the advertising literature issued by the leading managers up to the standard of the leading commercial advertisers. An attraction now current at the Cort theater, Chicago, issues a beautifully printed booklet, showing scenes from the play, and pages so arranged that they may be detached and used as post cards. The whole arrangement and manner in which the booklet is printed, is sure to appeal to the better class of theatrical patrons.

The literature issued to advertise the leading railroads is usually very attractive, both in arrangement and color treatment. A booklet recently issued by the Northern Pacific, advertising the Northwestern Development Congress, is no exception to this rule. It is a handsome three-cornered booklet of thirty-two pages, printed in brown on alternate sheets of white and buff stock, of excellent quality. Cover is especially attractive, containing a three-color halftone print, tipped on.


THIS PACKAGE CONTAINS PRINTED MATTER FROM THE
TIMES ELECTRIC PRINTERY
Quality Printers
110 NORTH MAIN STREET EL DORADO, KANSAS
for
Banquet
Christian Church for Men and Religion
Forward Movement
Admit
One
June 13, 1912
7:30 P. M
from H. EMMET GREEN, Typographer
EL DORADO, KANSAS
for
C. OTIS BOSTON
PHOTO STUDIO ART SHOP
CAMERAS & SUPPLIES
AMATEUR FINISHING
PICTURE FRAMING & MESSAGE POST CARDS
EL DORADO, KANSAS
SATURDAY AFTERNOON
HIGH SCHOOL AUDITORIUM, 1:30
Program
Music
School Board Organization - E. D. Stratford
The Teacher - Frank Kistler
School Building and Grounds - Harvey Songer / Walter Wirth
District Officers' Records and Reports C. F. Smith
School Sanitation - Dr. F. A. Garvin
Consolidation Advantages and Disadvantages - Superintendent John W. Charles
Industrial Training in the Rural Schools - Prof. Frank Newcheck / Supt. B. F. Martin
W. D. Ross, High School Inspector from the State Superintendent's Office will be present and take part.

Collection of Specimens from H. Emmett Green, El Dorado, Kansas

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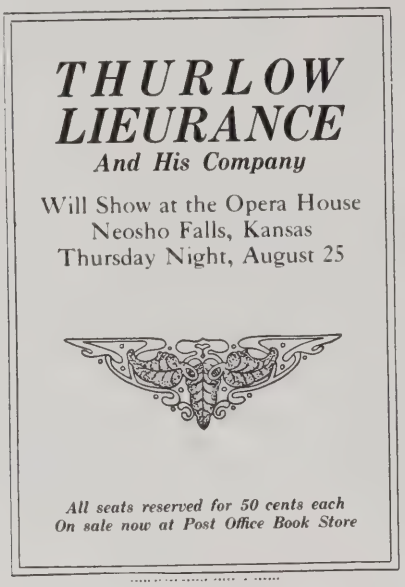
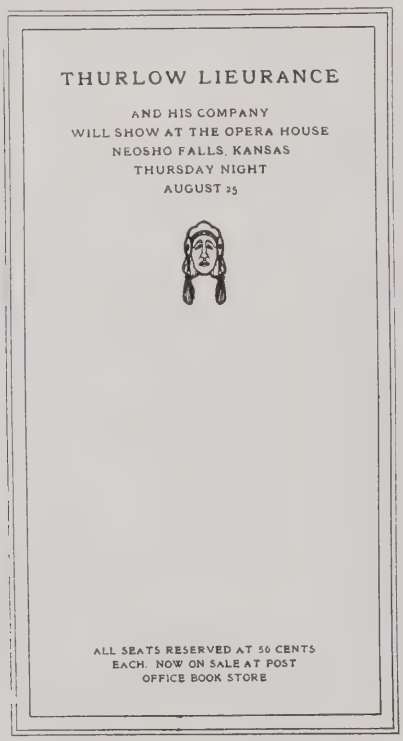
A genuinely tasteful program cover from Clarence Merrill, Farmington, Me., makes excellent use of a floral ornament in two colors, same harmonizing beautifully with the border employed. Type matter is properly arranged and the whole result is pleasing and well in keeping with the subject.

In the August issue I referred to a title page of a program submitted by the Fredonia (Kan.) Herald. I show herewith a resetting of the page,


THURLOW
LIEURANCE
And His Company
Will Show at the Opera House
Neosho Falls, Kansas
Thursday Night, August 25
All seats reserved for 50 cents each
On sale now at Post Office Book Store

together with the original. In the reset specimen I have used only such material as will be found in the average country office, but have arranged same in a manner more in keeping with the standards



of good typography. I have, in the resetting, attempted nothing original, but have endeavored to show that the simple type arrangement is most pleasing.

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J. L. Frazer, Lawrence, Kansas, has favored us with a fine collection of letter heads arranged in portfolio form. He has chosen to call the booklet "Good Business Printing." The work is all that is claimed for it, being an interesting collection of high grade business stationery. Almost every specimen shows a different treatment. Mr. Frazer's work is well and favorably known to read-

J. O. LOVEJOY, Real Estate & Exchange
OFFICE: 743 MASS. STREET
BELL TELEPHONE NO. 171
LOCAL AGENT FOR TEXAS
AND LOUISIANA OIL CO.
LAWRENCE, KANSAS,

ers of this department, and we are pleased to exhibit two specimens herewith that show Caslon old style used to excellent advantage. The Love-

W. C. SIMONS, PRESIDENT
J. L. BRADY, EDITOR
THE LAWRENCE DAILY JOURNAL-WORLD
BY THE WORLD COMPANY
Printers, Binders and Blank Book Makers
LAWRENCE, KANSAS

joy heading is an original treatment of the real estate letterhead, the ornament being especially well chosen and properly placed. The Lawrence Journal heading would have been improved only by setting the names at top in six point.
same as soon as possible.

At this writing it is too early to make any report of the success of the letter head contest; however, we wish to urge those who have not prepared their design to do so now and forward

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New York Press Convention

Report by the Secretary

The annual convention of the New York Press Association, held at Garden City, Long Island, July 10-12, 1912, was one of the very best of the long series of fifty-nine years. The place of meeting was ideal. The attendance, albeit limited by the extreme heat, was representative of the best in the loyal membership. The presence of many ladies enhanced the pleasures of the social side. The program included addresses of a highly interesting and practical character by men eminent in journalism and of more than state-wide reputation. The banquet at the close called together as speakers men prominent in educational, literary and business circles. There was a somber side to the program in the memorials recording the deaths of six beloved members during the year, one of whom met a tragic fate on the very eve of the meeting.

The first business session was held Wednesday evening, July 10, and subsequent sessions were held Thursday morning and afternoon and Friday morning. The Wednesday meeting opened with the annual address by President Edgar L. Adams.

Progress Noted

An admirable address opening with a concise yet comprehensive review of the wonderful progress of the years "since that little gathering of printers and publishers at Elmira in 1853 planted in the garden of organization the seed that has grown and developed into our loved and honored association." The speaker noted especially the marvelous advancement in printing and publishing. Yet he seriously questioned concerning newspapers, "Can we say that they are more ably edited, more strongly influ-

ential or more scholarly than were those existent at the time of the birth of our association?" This led to some sage philosophizing on the part of the speaker with the conclusion that one of the most important problems of the present is to keep pace with the progress of modern times, and still be true to our ideals of the past. "And in this the initiative must come from the individual editor. No fountain can be purer than its source. And as the world's greatest poet has said: 'This above all, to thine own self be true, and it does follow as the night the day, thou canst not then be false to any man.'"

Good Work of President Adams

The secretary gave high praise to President Adams for his efficiency and enthusiasm in promoting the interests of the association in many ways and especially in adding over a score of new members by personal canvass. Note was made of the first visit to Long Island fourteen years ago, a thought to the losses by death, with pleasant record of some of the experiences of the living.

The Dead

There were memorials to Charles Spencer Francis, of the Troy Times, by James H. Potts; Luke McHenry, of the Chittenango Times, by Daniel D. Frisbie; George Theodore Greeker, of the Albany Times-Union, by Garry A. Willard; James Wallace, of the Cohoes Dispatch and Allison R. Scott, of the Geneseo Republican; Miss Harriet Quimby, dramatic editor of Leslie's Weekly, by Dr. John A. Sleicher, in a letter to Secretary Bunnell. (Miss Quimby was instantly killed July 1 by a fall of one thousand feet from her aeroplane into Dorchester Bay, near Boston.)

President Adams appointed these committees:

Organization—William J. Kline, John Clyde Oswald, P. A. Blossom, Luther B. Little, H. B. Sykes.

Finance—Frederick P. Hall, W. B. Sanders, E. A. Higgins, J. Fred Denison, Paul Nichols.

Resolutions—Garry A. Willard, W. D. McKinstry, James H. Potts, Helen I. Parker, John K. Walbridge.

Papers and Reports

The practical addresses were: "Newspaperdom in the Sunrise County of the State," by Lemuel B. Green, of the Patchogue Argus; "Experience in the Circulation of a Country Weekly," by Paul Nichols, of the Walton Reporter; "Free Publicity," by Don C. Seitz, of the New York World; "The National Press Convention," by F. P. Hall, of the Jamestown Journal, and John Clyde Oswald, of the American Printer, the latter elected vice president of the National Association; "Education for Journalism," by Talcott Williams, director of the Pulitzer School of Journalism in Columbia University.

Talcott Williams Thanked and School of Journalism Indorsed.

Resolutions offered and adopted: By Mr. Clark, instructing the secretary to prepare and present an amendment to the constitution allowing persons who have been members of the association and retired from the newspaper business to continue their membership if they so desire. By Mr. Potts, tendering thanks to Talcott Williams for his comprehensive and illuminating address and that the association expresses itself in sympathy with and approbation of the school at Columbia University established by the munificence of the late Joseph Pulitzer. By Mr. Klock, appointing the president and secretary a committee to look after the legislation affecting the press. By Mr. Hones, that no cause except it be directly related to the printing and publishing business, shall be presented at the business sessions of this association except by unanimous consent. (This last resolution was offered immediately after the addresses by woman suffragists.)

Advent of Three Woman Suffragists

A notable incident of the Thursday morning meeting was the advent of three woman suffragists: Mrs. Anna Cadogan Etz, of Hornell, secretary of the press department of the Woman's Political Union; and Mrs. Alfred J. Eno and Mrs. James Lees Laidlaw, of New York, respectively chairmen of the Queens and Manhattan boroughs of the Woman's Suffrage party. They spoke well, were given courteous hearing and a vote of thanks.

Question Box

Two questions from the question box were discussed. First—"Shall editorials be signed?" discussed by W. D. McKinstry, Paul Nichols and others. Second—"Is the publication of the session laws a newspaper graft?" Mr. McKinstry led for the affirmative and W. B. Sanders for the negative, and were followed in lively talk by Jay E. Klock, W. H. Clark, F. P. Hall, R. L. Forbes, and J. C. Peck.

New Officers

Mr. Kline, from the committee on organization, reported recommending the following officers and the report was unanimously adopted:

For President—L. William Hones, of the Roscoe Review.

For Vice Presidents—John K. Walbridge, of the Saratoga Saratogian; Charles H. Betts, of the Lyons Republican; Jay E. Klock, of the Kingston Freeman; Will O. Greene, of the Fairport Mail; James H. Potts, of the Troy Times.

For Secretary and Treasurer—A. O. Bunnell, life member, Dansville.

For Executive Committee—Gardiner Kline, of the Amsterdam Recorder; Eugene H. Porter, of the New York Journal of Homeopathy; Paul Nichols, of the Walton Reporter; Robert L. Forbes, of the New Rochelle Press; Edgar L. Adams, of the Marathon Independent; Walter B. Sanders, of the Nunda News.

President Adams appointed Messrs. Willard and Sykes to present President-elect Hones, who made a spirited address evidencing his high opinion of the association and its work, complimenting President Adams for his efficiency, and expressing the hope that his own service would do like honor to the position.

President Adams made an interesting statement of his experience in connection with the increase of membership and of the indifference of many to the advantages to be obtained by connection with this association.

Mr. Hall, from the committee on finance, pronounced the report of the secretary and treasurer as correct in every respect, and recommended that "members not present at the meeting be urged to pay their annual dues that the present deficiency be wiped out."

On motion of Mr. Willard, Secretary Bunnell, who after fifty-six years' service, had retired from active connection with the press, was elected a life member of the association.

An interesting letter from Major Harwood A. Dudley, the only survivor of the thirty-two organizers of the association, was read by Secretary Bunnell, who was instructed to prepare a resolution of congratulations to Major Dudley upon his good health, with thanks for his interesting reminiscences.

There were many communications from members who regretted their inability to be present, giving good reasons therefor. R. A. Peck, of the Caledonia Era, made some suggestions relative to legislative matters affecting the press.

The Chicago Typothetae

And What It Will Do to Entertain the Visiting Delegates and Guests Who Will Be in Attendance at the Annual Convention on September 3 to 6, Inclusive

BY reason of the convention opening on the morning of Tuesday, it is anticipated that most of the delegates will arrive Monday, and for that evening a reception has been arranged in the parlors of the Hotel Sherman, the headquarters of the convention. This will afford everyone a chance to become acquainted at the beginning of a strenuous week both for those who have the work of the convention and those that will be able to take advantage of the entertainment arrangements for their especial benefit.

Tuesday afternoon at 1:30 the ladies will be entertained at the Art Institute; guides will be on hand to give all information regarding the pictures and workings of the institute.

Tuesday evening at 8:00 o'clock a moonlight excursion on Lake Michigan has been arranged. The famous steamer "United States," capable of handily carrying 2,000 people, will be provided. There will be a smoker on the promenade deck, a band concert and dance on the upper deck, and plenty of light refreshments distributed throughout the boat.

Wednesday morning at 10:30 the trip through Marshall Field & Company's store (the grandest store in the world) will be made and completed in time for the noon luncheon, which will be had in one of their spacious and beautiful dining-rooms.

Wednesday evening at 8:00 o'clock the Auditorium Theatre has been bought outright for this night, and the play known as the "Eighth Wonder of the World," "the Garden of Allah," will be presented. This theater has the largest seating capacity of any show house in Chicago, and it is hoped that our guests will be on hand to enjoy this great event.

On Thursday morning at 10:00 o'clock automobiles will be on hand to take the ladies through a few of the beautiful parks of Chicago, then winding their way through the boulevards to the Edgewater Golf Club for noon luncheon. The machines will then take the party northward through some of the suburbs and back by the country road to Chicago in time for the evening's entertainment.

Thursday evening at 6:30 o'clock the grand banquet will be held. This dinner is for both ladies and gentlemen, and speakers of reputation as entertainers will talk on matters of special moment to all. There will be songs a-plenty during the dinner, and an especially enjoyable evening is assured.

This will end the schedule as outlined by the committee, the balance of the week being reserved for visitors to do as they choose. The committee in care of guests, as well as the reception committee, will be on duty during the entire convention.

Telephone, telegraph and messenger service has been arranged for the delegates and guests on the convention and reception floors.

The Hotel Sherman is specially adapted for convention use, and the committee on location was very fortunate in being able to secure this hotel, as it is of fire-proof construction, but one year old and most beautifully furnished.

If not already reserved, rooms should be engaged at once, either through the office of the Typothetae or the hotel direct.

Parties wishing special information as to the convention and matters pertaining to it will find the committee at their headquarters.

WILLIAM A. GRANT,
Chairman of Committees.

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A Model Newspaper and Printing Office

FIFTY-THREE years of uninterrupted publication and thirty-eight years under one editorship — how many country newspapers can approximate this record? The Waukesha, Wis., Freeman has made it.

Down in southeastern Wisconsin, nestling in the very heart of its region of limpid lakes, lies Waukesha, a city of 9,000 population, with valuable assets in the way of varied manufactures, famous springs, palatial hotels for summer resorters, and shaded parks and drives. In 1896 it was still a village and seven years ago less than 7,000 persons were credited to it. But it grew. And proportionate to this growth has been the development of the city press and printing plants.

During last May, The Freeman, a leading publication, left its outgrown quarters in second floor offices and occupied its spacious new home — a structure as nearly proof against the ravages of fire as reinforced concrete, stone, tiling and steel can make it. The building fronts the street in the bravery of white enameled brick and Pike River granite, simple in outline. At the left of the entrance are the editorial rooms, sunnily tinted in soft tan and cream. At the right are the business departments, back of them the composing room and linotype, and still farther to the rear the Optimus and other presses and machinery. The floor space is 41x72 feet. The rooms are high-ceiled, light and well ventilated, and furnish excellent facilities for the work of an enterprising newspaper.

Henry M. Youmans, The Freeman's owner and editor, has made an unusual record in forty-two years of service with one paper, and during thirty-eight years of that period has been its editorial head. His success in this field has had recognition in the honor which the Wisconsin Press association twice conferred upon him — election to its presidency.

Mr. Youmans was born in 1861, a native of Mukwonago, Wis., and a "Badger" born and reared. Education in the public schools and business college were his equipment for the newspaper work. He entered The

Freeman office in 1870, acquainting himself with every detail of the craft, and three years later became owner and editor of the paper. Persevering industry, business honor, culture and courtesy have prominently identified him with the business advancement of Waukesha. Besides his press and banking interests, Mr. Youmans is an influential trustee of Carroll College. Positions of political trust have also fallen to his share, in connection with Republican campaigns. His wife, Theodora Winton

Front View of "The Freeman"

Youmans, also widely known in educational and press work, is associate editor of The Freeman.

Away back in March, 1859, one M. Cullaton moved his printing press and type cases to the little village of Waukesha and commenced publication of a four page news sheet of crude composition, naming the same The

Interior View of "The Freeman"

Waukesha Freeman. Various editorial partnerships succeeded him down to 1874, when Mr. Youmans became the owner. Among the early editors were L. B. Wright, Nicholas Smith, Thomas B. Reid, now aggressive editor of the Appleton, Wis., Post; Theron W. Haight, lawyer and newspaper man, and F. A. Randall.

With confidence born of its 2,800 weekly appearance before the public, The Freeman has come to feel very much at home in newspaperdom — and a bright, optimistic and newsy habitant it is. It has "boosted" with tireless enthusiasm and industries of the city, its fame as a resort, its civic beauty, and the possibilities of the outlying county in agricultural and dairying lines. Not without results — for Waukesha and Waukesha county have "arrived" at enviable pre-eminence in many fields. The Freeman has at various times absorbed other county publications and is now conceded to be the leading paper of Waukesha county and not the least among Wisconsin newspapers.

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The Linotype Inserts

The eight-page insert given this month and presenting instructive facts as to the Multiple Linotypes, the Magazine Linotype and the Multiple Magazine Linotype, is well worth careful consideration. We have had occasion heretofore to commend the intelligent enterprise of the management of the Mergenthaler Linotype Company in never resting content with attainments reached, but ever pushing forward for new improvements and greater perfection.

Success reached and means or resources increased, by men of liberal and progressive views and minds, accrue to the benefit of those whose interests they serve. The needs and interests of the printers, who have also advanced and whose business and the demands thereof have grown with the new and increased facilities, have been carefully considered and their advancing wants anticipated. The Mergenthaler people have led all along to the great benefit of the craft.

Progressive inventors and manufacturers are real benefactors and perform services no less worthy of praise, while being of much greater intrinsic value and more enduring than those rendered by men in public official positions. The fact that, approximately, there have been one thousand patents covering separate inventions and improvements in the Linotype might seem, to the uninitiated, almost incredible, but such is the truth and it speaks great praise for the liberality and foresight of the men who have suggested, fostered and rewarded improvements in a way that has kept inventors and workers ever on the alert for something better or more perfect. Printers have been educated and encouraged to demand the very best and have been stimulated to lend their aid toward betterment and new improvements.

There have been imitators, as successful achievement always leads to imitation, which is ever highest evidence of high merit, but the Mergenthaler Linotype management have ever acted upon the idea of keeping a position where it could never be said that any other machine "is just as good or nearly as good" as the Linotype.

The wonderful growth and continuing success have fully proven superiority. Who would have believed, even twenty-five years ago, that any type composing machine would ever prove of such worth as to cause fifteen thousand machines of an aggregate value — estimating the average at $3,500 each — of fifty-two and a half millions of dollars, to be placed in the printing offices of the United States within a quarter of a century?

The rapid sales of the recent, more complete and costly Multiple Linotypes, No. 8 three magazine, and No. 9 four magazine, costing $3,600 and $4,150, respectively, prove that where there is merit and complete adaptability, price does not stand in the way of purchase. It took a good deal of faith to expend $3,000,000 before the first Linotype was a commercial success, but the outcome has proved that the faith was well founded. Study the contents of this insert, appearing in the advertising pages in the front of this issue. It will reveal wonders and well repay careful reading.

School of Typography

Specimen Contests

By Channing Barnes

The letterhead contest has brought forth some excellent examples of the printers' art. As the samples are from the regular run of work in the offices in which they are produced, they show a more representative collection than samples from a contest requiring a fixed wording, on which the compositor "lays himself out." It is proving itself representative of the times and of the trend in printing, while it does not require extra work or expense to contribute.

This department will be alternated with the new department, "Suggestions on Efficiency," of which notice is given elsewhere. The next issue (October) will contain the award of prizes in the letterhead contest, with commendation and discussion of the samples.

The next typographical contest will be on pamphlets and booklets, in any shape or size, containing 35 square inches or less to the paper page. This includes formats to fit a No. 9 envelope or any special form. Cover, title page, presswork and color scheme will be considered in so far as they harmonize with whole booklet, but the main points on which the awards will be made are those of composition, make-up and general excellence of the body or text pages. Reproductions will be shown of these pages only.

Six prizes will be awarded, the same as those offered in the letterhead contest, and specimens must be addressed to the Contest Editor of The National Printer-Journalist, and must arrive not later than November 30, 1912. Specimens will be shown in the December issue.

Send in your work and thus help yourself, your fellow craftsmen and the National Printer-Journalist.

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SELECTION OF TYPE FACES AND THEIR TREATMENT

The specimens on the accompanying page are rather close reproductions of some motto specimens recently produced. Their use herewith is merely to illustrate some points in the handling of type faces in the printed page and to illustrate a few points in straight composition.

The first step in any piece of printing is the selection of a style of composition suitable to the stock and color scheme to be used, not overlooking their working qualities in process of manufacture. The type face for the text or body of the work being chosen, suitable display faces to go with it will logically follow, taking special note that no anachronisms are committed in the composition of title page, chapter heads, sub-heads or running heads.

Harmony in type faces does not limit the compositor to the use of several sizes of one face only, although such a treatment is always in good taste, but it emphatically does limit one to the use of contrasting faces of similar or complementary design. Examples to be avoided are the use of two text or old English faces adapted from two different periods of hand-lettering development; the use of a monotone letter with a strongly shaded letter, or an italic of one characteristic face with Roman of another character. Contrasting faces should be of entirely different characteristics or of exactly the same design, carried out in bold and light face.

Borders or confining rule should balance with the type face used, in weight, while the same theory or harmony and contrast still holds good. A frequent failing of the careless compositor is overlooking the fact that the only purpose of the border line is to give definition to the page, and not to detach from its legibility. Ofttimes a heavy or intricate border is desirable to lend interest and richness to the page, but in such a case it must be toned down by the use of a lighter ink, so that it will remain subordinate to the text which it incloses.

The regulation of white space between the lines, or leading is of as great importance as the selection of the design of type to be used. To make a well-balanced page this opening of the lines will depend on the paper to be used, the width of the page, and on the type face.

Of first importance is legibility. To obtain this it is advisable to increase the leading in proportion to the measure and size of face used. This increase of space between lines should be limited to the point where the eye has an excessive drop from one line to another, and where the general appearance of the page becomes too scattered or open, losing strength and coherency. As the measure increases, the leading may increase, as the extra white space between lines facilitates reading the line without jumping to a line below.

Again the use of borders influences the matter of regulation of leading, as obviously, a defining line surrounding the page allows a slight increase in leading without a too scattered effect resulting.

The relation of type face to paper stock is entirely that of strength or weight of color, that is, a light face printed on a rough-finished or antique paper becomes heavier than when printed on a highly finished surface. This added weight of color allows an increased leading between lines.

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How to Write for Papers, Subject of New Book

A text-book on journalism, by Grant M. Hyde, instructor in journalism at University of Wisconsin, and author of text-books on journalism, which is also intended to serve as a handbook for newspaper reporters and correspondents, is among the new books to be published this fall by University of Wisconsin men. The new book is called "Newspaper Reporting and Correspondence," and was written by Grant M. Hyde, instructor in the university course in journalism. It is now in the press of Appleton & Co., of New York.

Instead of treating the newspaper business as a subject for research to be talked about from a distance, the author has made this book a practical treatise of aid to young newspaper "cubs" who want to learn how to write their stories. A collection of "don'ts" and "do's" and work-a-day instructions for the newspaper beginner make up the larger share of the book.

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J. L. Brady, editor of the Journal-World of Lawrence, Kan., secured the Republican nomination for Congress at the recent Kansas primaries.

Mr. Brady is the first man born in the district to be a candidate for Congress. He moved to Lawrence more than twenty years ago, and together with his partner, W. C. Simons, started the Lawrence World. Seven years ago he sold his interest in the World to Mr. Simons, and bought the Lawrence Journal. The Journal building was destroyed by fire in February, 1911, following which the Journal and World were consolidated, Mr. Brady being the editor of the consolidated paper.

WHEN we look into the long avenue of the future and see the good there is for **each** one of us to do, we realize after all what a beautiful thing it is to work, and to live, and be happy.

The use of light and bold face of the same design or family affords contrast of weight without incongruity in design.

Bryan says:

Physical Strength, Mentality and a Good Heart are the Three Best Gifts and the best of these is the Heart—The Good Heart—it is greater than the body.

To possess a Good Heart, one that yearns to do good for others, is in reality the Greatest Gift in the World.

A conspicuous example of the use of two faces entirely out of harmony with each other. Similarity in clashing designs makes bad composition.

Successful Man

IF a man can write a better book—preach a better sermon or make a better *mouse trap* than his neighbor, though he build his house in the *woods* the world will make a *beaten path* to his door. —*Emerson.*

The use of a plain Roman face relieved by the decorative effect of its accompanying italic. An efficient variation and pleasing to the eye.

A Recipe for Success

DON'T be afraid to state facts, or an original idea. There are enough imitators and commonplace individuals without you. Act on your own judgment.

A recipe for success: Keep your head cool—your feet warm—your mind busy. Don't worry over trifles. Plan your work ahead and then stick to it—rain or shine. Don't waste sympathy on yourself. If you are a gem, some one will find you.

Don't whine. Tell people you are a failure and they will believe you, talk and act like a winner, and in time you will become one.

Contrasting faces used with a large amount of ornamentation, the tone value of which, however, is not excessively heavy for the type used.

ACHIEVEMENT

THE man who is satisfied with things as they are never makes them better.

Doing to-day just what he did yesterday, and this year just what he did last, dead to the opportunities around him, he rests and rusts—the self-satisfied worker.

Discontent is the never-ceasing current of reproach that refuses to let the stream of energy pause and stagnate. It counteracts inertia; vanishes smug satisfaction; jeers at "little" achievement.

Discontent is the generator of action. It conceives and fosters all incentive. It prods the laggard; spurs incompetent; stimulates the small to be great, and the great to be greater.

Keep going—keep going—keep going. That is the voice of conscience in the souls of truly great.

A pleasing effect carried out in one face of type. The ornamental initial attracts the eye while the shaded border has a softening effect upon the almost monotone lines of the type.

Northern Indiana Editors' Association

The following were elected officers for the ensuing year at the forty-third annual convention of the Northern Indiana Editorial Association, Gary, August 21-22: President, J. A. Beane, Goshen Daily Democrat; first vice-president, W. E. Groves, Milford Mail; second vice-president, A. M. Davis, Kentland Enterprise; secretary, H. B. Darling, La Porte Argus; treasurer, G. N. Murray, Nappanee News.

The forenoon of the 21st was devoted to the reception and registration of the members of the Gary Commercial Club. The club occupies the second and third floors of its splendid new brick building, with well appointed parlors, office, reception and reading rooms, and a hall, waiting and other rooms on the third floor. The sessions were held in the ample reading room, and the banquet was held in the hall, with tables for 250, on the evening of the 22d.

The afternoon of the first day, from 1:30 to 3:30 was devoted to a consideration of the costs that enter into job and newspaper printing, and the ascertaining of the hour cost, in the smaller sized offices, under the direction of Mr. R. T. Porte, secretary of the Ben Franklin Club of Cincinnati. Mr. Porte talks on the cost system, but he gets his hearers to talk with him and to fix the costs, on all items entering into production, after friendly questioning and interchange of views. On this occasion the hour cost was ascertained to be, on the basis of the figures furnished by the editors and printers, $1.07 per hour.

From 3:30 to 6 the citizens who had kindly donated their autos, treated the visitors to an automobile ride, ending with visits to the large hospital for workmen and to one of the great school buildings, where manual training is made a part of the school curriculum from the primary grade up.

The editors were full of wonder over the great, wide cement sidewalks, the broad, brick paved streets, the handsome homes and lawns, and the splendid school, churches and other public buildings, and the parks. There was little evidence of sand in the improved portions of the city except that kind possessed by the enterprising business men.

Gary is only six years old, but it has a population of 35,000 and improvements and buildings equal to those of a modern city that has been fifty years in the building. The banquet in the evening, tendered by the Gary Commercial Club, was all that could have been desired in any of the older cities of the nation. The banquet was followed by a program of toasts and responses, with President S. E. Boyes as toastmaster: Address of welcome, H. F. McCracken; reply, Hon. H. A. Barnhart, of Rochester; toasts, B. B. Herbert, National Printer-Journalist, Chicago; C. P. Burton, H. B. Darling, and R. T. Porte, Cincinnati, Ohio; A. J. Bowser.

Deserved compliments were paid to Gary and her enterprising citizens, and encomiums bestowed on the newspaper calling that has made such signal advances of late years.

A morning session was held at 8 o'clock, August 22, at which the officers above given were elected and resolutions adopted, among which was one inviting the National Press Association to meet in Indiana next year.

A trip, occupying four hours, was made through the Indiana steel mills on Broadway. For the first time in the history of the mills, ladies were permitted to see the interior of these great works and accompanied the editors on the tour. The great machines, swinging cranes, vast retorts, the glowing flames and the thousands of men at work, with everything arranged with all possible convenience and system for efficiency in operation and for the comfort and protection of the workers, were all constant sources of interest and admiration.

In the afternoon at 2 o'clock special cars were provided for the members to take an excursion to the new summer resort at Flint, where the hours were delightfully passed until the time of departure for homes arrived.

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Middle Atlantic States Cost Congress

To Be Held at Carnegie Lyceum, Seventh Avenue and Fifty-seventh Street, New York, October 1 and 2

147 Fourth Ave., New York, Aug. 2, 1912.

National Printer-Journalist, 4618 Ravenswood Park, Chicago, Ill.

Gentlemen—You know something, of course, about the coming Middle Atlantic States Cost Congress, second session, to be held in New York, October 1 and 2, 1912.

Your well-known enthusiasm in everything that tends to a better understanding in the printing industry, makes me want to tell you a lot more about this big convention.

From the New England states and each of the Middle Atlantic states we have assurances of a record attendance. We are going to let everyone know that New York printers are setting a mark in real progressiveness, and the several committees representing the allied printing trades in this city propose to make this congress a standard of all such assemblages.

Carnegie Lyceum, with its splendid facilities, has been engaged, and though we felt we would have accommodations to spare, our judgment is already vindicated, if the applications being received daily from a large part of progressive printerdom may be taken as an indication of the attendance we will have.

The speakers have been chosen from the ranks of the several organizations and representative business interests, and each is a master of the subject he will discuss. Live, active, up-to-date men, who have kept steady step with the onward march of business-building principles, will give the delegates to this convention something to really think about, and because of the variety of papers to be considered, the discussions must be of personal interest to every printer, irrespective of the size or particular plant in his keeping. Fundamental facts can mean only one thing, and it is hard, horse-sense, commercial facts of the basic sort that will make up the program of this meeting of delegates.

Printer and supply man are combining in individual effort and financial support, to the one end of making our fellow printers feel their attendance at this cost congress is not without profit and individual instruction.

On behalf of the managing and sub-committees the writer will appreciate any publicity you can give our efforts in making this meeting the thing it is determined it shall be — a printers' profit sharing plan.

With anticipated plans for your co-operation, and expressing the earnest wish that we may meet you in New York, October 1 and 2, we are, Cordially,

CHAS. A. PEARSON.

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Past President W. H. Mayer of Brownsville, Texas, has been nominated for the office of lieutenant governor by a majority of over 40,000, and a nomination is of course equivalent to an election. Mr. Mayer did not lose a day from his newspaper office to secure this nomination, which goes to show that the citizens of Texas recognize a good man when they find him.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

IN THE course of a past installment of "Newspaper Criticisms" I touched upon a subject that ought to occupy the attention of every printer-journalist in the land, every week in the year, until "Uncle Samuel" takes a tumble to himself and corrects the evil.

That is the fact that this United States government supplies individuals with printed envelopes.

Here is a thing that must strike every just mind as one of the most unfair discriminations against one of the most laudable industries of modern times.

A critic of a more radical turn of mind than I might reasonably inquire why this government finds running a printing office of its own more profitable than running its railroads, telegraph, and other public utilities.

But I am willing to grant government that privilege, provided that national printery is not brought into direct competition with private concerns, which is surely the case when printed envelopes are furnished private individuals for less money than it actually costs the small printer to buy the stock.

Why doesn't "Uncle Sam" place a big special contract with some milling company, with some meat-packing concern, or with some shoe and clothing manufacturer, and proceed to offer the people these products at reduced prices?

These articles suggested are all readily recognized as among the high-priced necessities of life, in which we cannot reasonably include printed envelopes, and for dipping into which, under the circumstances of the present high cost of living, we might feel inclined to pardon "Uncle Sam."

But, as intimated, the printer's product is not a universal necessity. Many people can, and do, get along after a fashion not only without newspapers, but without writing paper and envelopes as well. When such folks do use stationery at all, a blank sheet of paper and an unprinted envelope suffice. Quite often before the printer can sell his product he is himself up against the necessity of creating a market for it. He has to first convince the prospective customer that he needs the goods before the customer can be induced to buy.

And yet it pleases "Uncle Sam" to rob this tradesman of a valuable part of his rightful patronage.

Among all the items of a printer's stock in trade, that most nearly approaching the schedule of practical necessities is the envelope. One may write his missive upon any scrap of paper, but when it comes to transmitting it through the mails, some sort of sealed covering becomes desirable. And since the printed return card in the corner is an insurance against loss, that is also fast becoming looked upon generally as desirable and necessary. Hence, the printed envelope should be the printer's most valuable and profitable product, because the general demand for them must naturally be greater than for anything else the printer has to offer. But "Uncle Sam" steps in and, by his incomparable advantages secured through unlimited capital and wholesale methods, usurps the greater share of this business.

We are all familiar with the fallacious excuse offered: That it facilitates the mail service, etc.; that it gives the people an opportunity to buy stamped, printed envelopes at a nominal cost and thus promotes a general use thereof.

But what class of people is it that reaps the benefit? What class of people is it that can afford to buy stamped envelopes in the quantities offered by the government? Is it the small merchant, mechanic and farmer? No, it is the big business man that is benefited — the very man who can well afford to patronize his local printer and pay whatever an article is worth.

From the broad viewpoint of citizenship, the government's efforts to extend and popularize the use of stamped, printed envelopes is highly commendable, because of economic and sanitary reasons, but in accomplishing the same good results the government's competition with private printing concerns is entirely unnecessary.

Personally, it is my opinion that, for reasons of sanitation and economy, the gummed postage stamp and unprinted envelope should be abolished, and I would even go so far as to say that for the sake of health, any method of sealing an envelope intended for the mails, other than by means of melted wax, probably ought to be prohibited, but in none of these reforms can I see any excuse for

this government assuming it as a duty or privilege to supply the consumer.

In conclusion, I beg to ask what the printer has done that the government should single him out from among all the nation's tradesmen as a competitor?

Surely the printer — and particularly the printer-journalist — has been instrumental in as large and exemplary a measure as any other craftsman in the country, in "establishing justice, insuring domestic tranquility, promoting the general welfare, and maintaining the blessings of liberty" for the American people; then where, I ask in all candor, is the justice of this government's breaking into his business, underbidding him and taking from him the best part of his legitimate trade?

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The American Bulletin for April-May, 1912, is one of the most exquisite expositions of the beauty and varied usefulness of the American Type Founders Company's Bodoni type family imaginable. Master printers and master pressmen have certainly been its makers. And what a delightful family of faces they have been privileged to exploit! In both the titles, the straight matter and the displayed columns the same distinctive Bodoni faces figure exclusively. And for each of the several purposes, I hardly see what face could give more dignity, strength or character. I dare say here is a face that is destined to be a most popular one, and as to the contents of this edition of the Bulletin, they are highly interesting and valuable as literature for the printer.

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Rapid City, S. D., June 12, 1912.

O. Byron Copper, De Soto, Wis.

Dear Sir: It is noted that from time to time the National Printer-Journalist publishes first pages of newspapers, with appropriate comment. I enclose three first pages of the Journal and one full issue, and would be pleased to have you treat it.

It should be taken into consideration that the Journal is prepared entirely by myself and Mrs. J. B. Gossage, wife of the proprietor. Rapid City has less than 4,000 people, but our circulation is constantly increasing and the advertising sells at city rates.

Thanking you for your courtesy in advance, I am,

Very truly,

ALBERT F. WELLS.

I am told that the attractive, clean front page theory is a "city idea," and I suppose it is originally; but good, enticing front pages, as well as first-class newspapers otherwise, are no more necessary, no more desirable, nor more profitable, and I might even add not more appreciable and appreciated, in cities than outside of them. The modern country folk are an educated folk and on an average read papers quite as intelligently as their city neighbors. The taste of the average present-day rural reader, too, is quite as refined, and his judgment almost as cultivated, as that of the city person. So, there is no argument against the good newspaper and the good front page, which goes so far toward making a newspaper excellent. There was a time, not very many years ago, either, when country newspaper publishers paid little or no attention to the matter of beautifying their front pages, but I am happy to say that day is rapidly passing. The publisher of today realizes that putting out a newspaper

THE RAPID CITY DAILY JOURNAL.

NO 8114 RAPID CITY, SOUTH DAKOTA, THURSDAY, JUNE 20, 1912 PRICE FIVE CENTS.

COLONELS REPRESENTATIVES ON CREDENTIALS COMMITTEE GIVE INDICATION OF COMING BOLT

Supreme Court Justice Whose Name is Mentioned as One Possible Dark Horse

GOVERNOR HADLEY BOOMED AS DARK HORSE CANDIDATE AFTER MAKING FIGHT FOR ROOSEVELT

No. 1

with the idea of gaining public patronage for it, and a big list of interested readers, is a great deal like preparing a feast for a party of epicures; in order to induce the people to accept and partake of the many dishes offered, the table has to be spread with care, and everything arranged with a view to art and good taste. The best kind of a meal, so far as the skill of the cook is concerned, can be made very unappetizing by being served up in plain or untidy fashion. And just so with newspapers; the skill of the editor may be eminent and the selection of the contents excellent, but if the paper comes forth to its readers in a slip-shod, unattractive way, it fails of receiving the desired consideration. The great majority of men and women is susceptible to the influence of art, so the newspaper-maker who,

THE RAPID CITY DAILY JOURNAL.

NO 8105 RAPID CITY, SOUTH DAKOTA, SUNDAY, JUNE 9, 1912 PRICE FIVE CENTS.

ROOSEVELT'S BACKERS BOOM ORGANIZATION FOR DEMONSTRATION

Quarrel Over Big Fish Woman Stabs Man After Outing

COMMITTEE GIVES TAFT 48 CONTESTED DELEGATES

Interesting Side Lights Thrown on Republican Situation in South—Members Often Convulsed With Laughter on Reports From Districts Where There are Few White Voters.

CUMMINS BOOMED FOR SECOND PLACE, "REPUBLICAN PARTY MURDERED," TAYLOR

Portlands Festival Roses Rivals Mardi Gras of New Orleans

ALEUTIAN VOLCANOES SUDDENLY BURST WITH FLAME AND THUNDER

ALLEN PAYS WARRANTS BALANCE $47,428.83

GAMBLE ADMITS VOTE WILL BE VERY CLOSE

DECISION IN TAX CASE WILL BE IMPORTANT

TROOPS AWAIT ORDERS TO MOVE INTO CUBA

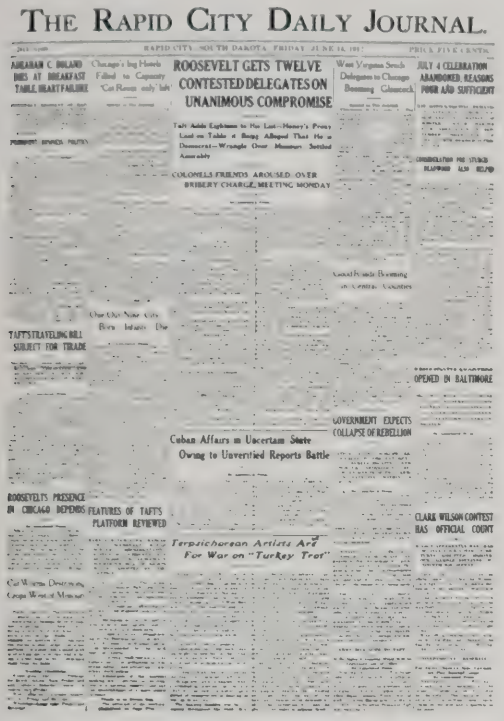
"Moocher" Handled Roughly When Attempts Steal From Tom Sweeney

WILSON DIVORCE SUIT INVOLVES NICE POINTS

No 2

like Mrs. Gossage and Brother Wells, takes pains in endeavoring to make a neat, well-balanced front page, is making an investment that is pretty apt to pay a dividend. How well these people are succeeding in their quest after the ideal in makeup is shown by the accompanying reproductions (Exhibits 1, 2 and 3), the first two of which are upper portions of two front pages and the last the

entire front page from another issue. In the main this is all very creditable work. The Daily Journal is fortunate, too, in being high grade in other


THE RAPID CITY DAILY JOURNAL.

RAPID CITY, SOUTH DAKOTA, FRIDAY, JUNE 14, 1912. PRICE FIVE CENTS.

ABRAHAM C. BILLARD DIES AT BREAKFAST TABLE; HEART FAILURE

ROOSEVELT GETS TWELVE CONTESTED DELEGATES ON UNANIMOUS COMPROMISE

JULY 4 CELEBRATION ABANDONED; REASONS POOR AND SUFFICIENT

COLONELS FRIENDS AROUSED OVER BRIBERY CHARGE MEETING MONDAY

TAFTS TRAVELING BILL SUBJECT FOR TRADE

OPENED IN BALTIMORE

GOVERNMENT EXPECTS COLLAPSE OF REBELLION

Cuban Affairs in Uncertain State Owing to Unverified Reports Battle

ROOSEVELTS PRESENCE IN CHICAGO DEPENDS FEATURES OF TAFTS PLATFORM REVIEWED

CLARK WILSON CONTEST HAS OFFICIAL COURT

Terpsichorean Artists Are For War on "Turkey Trot"

No. 3

respects. The news service is extensive, impression good, advertising patronage liberal and the treatment of this such as to render it entirely serviceable.

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Quarryville, Pa., June 3, 1912.

O. Byron Copper, De Soto, Wis.

Dear Sir: Inclosed find some specimens of advertisement work, and, if convenient, I would like to have them criticized in your criticism department of the National Printer-Journalist.

Thanking you for past favors, I am,

Respectfully yours,

J. CLAIR WITMER.

This printer of the Quarryville Sun office has favored me with three very fine ads, in which a very fine degree of paneling is in evidence. In some respects there is almost as much art shown in these specimens as in the displayed columns of the American Bulletin mentioned some paragraphs above. I have been moved to make this comparison because of the fact that to a certain extent this compositor has overdone the matter, just as the typefounders' compositors generally overdo it in the attempt to exemplify the use of as much of the company's material as possible in the limited space. Of course, the founders' literature is generally consistent in the respect of adhering to the one series, or family, but it is in the matter of borders and accessories that the sin of superfluity is committed, which in the case cited is entirely consistent, too, I presume. But it is an example unworthy of emulation by practical printers. I am reproducing just one of these specimens from Brother Witmer (Exhibit 4). At a glance one can see that it is a very neat and tasteful piece of work. In it is to be seen a minimum of the fault to which reference has been made; still it is apparent, even if in a limited measure. This is represented in the double underscoring of a few of the heads and the rows of periods at both sides of the shorter lines. The use of the "and" in Roman caps, with a dash at either

No. 4

side, connecting the two parts of the caption in one of the main panels is also objectionable. This is always an undesirable scheme, and is almost always avoidable. For instance, in this case, the "and" should have appeared in the same Cheltenham Bold, and, by displaying a price at the bottom, the panel could have been filled to a better advantage.

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Clark, S. D., July 21, 1912.

O. Byron Copper, De Soto, Wis.

Dear Sir: Have not sent you any samples for some time, so am inclosing one for your inspection and comment in the National Printer-Journalist. It is a five-column page piece of advertising, and I think the composition is pretty fair, though the presswork could be considerably better. In order to keep the print from smearing I took the fly off the press and caught the sheets as they were delivered. Hardly know whether this comes under the head of ad or job work, but if this won't qualify for your department hope you will send it to the proper critic. If it is reproduced and a good cut is made I want it sent to my address, also two copies of the paper containing it. Send bill to the Courier, Clark, S. D., and I will see that it is taken care of. Hoping to see it reproduced, I am, Yours truly,

R. A. BAST.

Inasmuch as the specimen submitted by this contributor is in nature practically a newspaper advertisement, I am considering it as appropriate for review in this department. Inspection of this specimen must suggest two important facts: First, it is an exceptionally creditable example, and, second, its writer must have co-operated with the compositor to achieve such excellence. The lay-out is extremely neat and precise and the wording written to fit — a fact highly appreciable to anyone who has ever set ad type. The fine cuts contribute materially to the excellence of the job. However, the ad might have been cleverly written, well laid out, and handsome cuts supplied, but unless the

compositor were able to carry out the artist's ideas, the result would have been far from the perfection represented in this fine example (Exhibit 5). The excellent choice of materials, the neatness of the paneling, the correct massing, uniform margins, per-

Clark County, South Dakota, Lands

¶ A few of the many bargains to be found in the list of lands for sale by E. P. TITUS

¶ These are a few of the improved farms that I have for sale in Clark county, South Dakota. If a large tract is desired, I can satisfy you on quality and price, and in quantity from 640 acres to 2,000 acres in one body. The terms and the price are reasonable. Considering the quality and location, present prices make Clark county land cheap. We raise all kinds of grain and grasses, the people are prosperous and are the best of neighbors. If you are looking for a home you cannot find a better place to locate than in Clark county, South Dakota

¶ Clark county will have more bushels of grain this year than ever before. Our lands will produce as many dollars per acre as eastern land twice or three times its value

¶ Clark, the county seat, has a population of 1200. There are more modern homes than in any city twice its size in the state

¶ Lands are subject to sale or change in price without notice

Read this Last Carefully

Every One of these is a Bargain

This is the Home for You to Buy

UNION SOLDIER DEAD.

E. P. Titus, Real Estate, Clark, S. D.

No. 5

fect display, etc., stamp the creator of this specimen as a compositor of the first rank. I can detect not the slightest flaw in the composition of this ad and congratulate its author upon the fine skill herein exemplified.

✣ ✣ ✣

Russellville, Mo., June 4, 1912.

O. Byron Copper, De Soto, Wis.

Dear Sir: We are sending you under separate cover a copy of this year's "Special Breeders' Edition" of the Russellville Weekly Rustler for your inspection and criticism. We would be pleased to read any criticisms on this issue, as we consider them very helpful and interesting. Your criticism on former editions has been highly appreciated.

R. H. PARKER, Foreman.
C. O. WILLIAMS.

A number of us newspaper makers aim each year to issue a special Christmas edition, or a special anniversary edition, or maybe it's Easter time that appeals most temptingly to us as our opportune occasion for indulging in a special effort and incidentally making a few extra shekels; but B. Ray Franklin and his two able helpers, as subscribed above, have a yearly special stunt that's different; without fail every year along in March sometime they issue what they call their "Special Breeders' Edition," and, if they should forget to favor this department with a copy of that wonderful issue (as I feared they had this year) I'd feel like a fellow who'd lost a good friend. These Russellville printers are an exceptional bunch, anyhow. Just to think of such a wonderfully successful newspaper emanating from a tiny town of but 335 population. The town is, of course, surrounded by an excellent country and that country simply must be settled by a live, well-to-do, up-to-date people; but even all of these favorable facts cannot alone account for

Special Breeders Edition
Part One—Pages 1 to 8

Russellville Weekly Rustler.

THE FARMER AND STOCKMAN'S FRIEND

VOL. XVI RUSSELLVILLE, MISSOURI, FRIDAY, MARCH 29, 1912 No. 39

G. B. HARLAN INJURED.

PETER M. VOGEL DEAD

COUNTY SEAT NEWS NOTES

CONVICTS TO WORK ROADS

PEACE MEETING IS HELD

SADDLE HORSE BREEDERS

No. 6

the excellence and success of this wonderfully excellent Russellville Rustler. The fact that the territory surrounding the Rustler's home town is prominently interested in the breeding of thoroughbred stock and poultry naturally suggests this annual "Breeders' Special," and the way in which these local breeders get into its columns in great, eighth, quarter, half and full page displayed advertisements is highly gratifying. The local merchants, too, appreciate the value of the "Breeders' Special" as an advertising medium and show their appreciation in a likewise liberal patronage. The Rustler is a normal five-column sheet, and this "Breeders' Spe-

cial" of last March carried twenty-four pages. Its advertising columns represented the livestock breeders of four counties, their animals, including horses, mules, sheep, cattle, swine and poultry. I am

No. 7

particularly pleased with the mechanical excellence shown in the making of this ponderous edition of the Rustler. That a very admirable front page was secured is demonstrated by the accompanying reproduction (Exhibit 6) and a number of the extremely creditable advertisements appear herewith as Exhibits 7, 8 and 9. It would be hard to find three better ads than these in a home newspaper. The man who set them simply knows how. The presswork is good, too. And should I conclude this review without devoting a word or two in commendation of the editorial work, I would be guilty of "gross neglect of official duty," for this feature of the Rustler is always worthy of attention and praise. The news service is conscientious, both in extent and character of the stuff disseminated, and the manner in which it is served up is cleverly clear and simple. I like the editorial department, too, which is built practically according to a plan thrice outlined in this department as ideal for the home press. The topics discussed are principally local and such current events as are covered are matters fully exploited from a news standpoint in the proper department of the same issue. A part of these editorial paragraphs also quite appropriately pertain to the Rustler itself, its plans, the special edition, etc. I am pleased to note, further, that the Rustler is operated on the "cash-in-advance-stop-when-up" plan. The editor says: "The Rustler stops when the time is out. If you don't want it, you do not have to employ a lawyer to get it stopped."

+ + +

TWO NEW DEPARTMENTS

Five Prizes Each Month

THE NATIONAL PRINTER-JOURNALIST takes pleasure in announcing the establishment of two unique departments with alternating prize contests.

These are new departures in printing-publications, and will be conducted along lines that, it is confidently believed, will prove of the greatest value to the largest number of practitioners of the "Art Preservative of All Arts."

To awaken interest and bring forth practical ideas, five prizes will be awarded each month, as follows:

First prize, $5.00 in cash; second prize, $2.00 in cash and a year's subscription to The National Printer-Journalist; third prize, one dozen Rouse composing rules in a leather case; fourth and fifth prizes, each a year's subscription to the National Printer-Journalist.

Suggestions on Efficiency

The first article will be printed in the October issue, briefly outlining needs in efficiency, and will be followed by a series, on alternating months, suggesting the practical application of scientific management to every part of a printing establishment, whether it be conducted by one man and a "devil," or by a thousand men.

Designed to make the printer think on the present-day facts that are surely bringing about the crushing of the unfit, these articles will frankly borrow ideas from the greatest engineering minds of the country, while, at the same time, making some startling applications to the printing field.

Efficiency Prizes

Contributions are solicited on ideas suggested in these articles, with absolutely no limitation to the scope of hints advanced. The awards of prizes will be made by a coterie of printers and efficiency men prominent in the printing and co-related fields.

Practical suggestions received in regard to efficiency in advertising, soliciting, estimating, cost-finding, production or management, with technical points on any detail of composition, presswork or binding, will be entered for a prize. The excellence of such ideas will be judged by their practical value to the average print-shop, and awards made to the best of such received during the two months between contests. Discussion and criticism of ideas advanced is especially invited.

The first awards will be published in the November issue, and alternating months thereafter. Contestants must send in their ideas to the Contest Editor, National Printer-Journalist, prior to October 31, 1912, and the last day of the following months alternating thereafter.

School of Typography

Organized to advocate and illustrate in a practical way the finer points of typography as they may be

applied to the regular run of work in any printery.

Not designed to increase the time of production, to exploit a large equipment or to gray the hair of a striving compositor, but to produce good every-day effects by simple means.

Practical typography is the kind you do every day, the kind you sell your customers — that on which the boss receives his dividends and the employee his pay envelope.

To increase the artistic merit of this work, its market value and the workman's ability to produce it at a lessening cost is the aim of this department.

Specimen Prizes

A display of reproductions of work submitted for the class of matter under consideration will be shown with an accompanying article and comment. The October awards will be on letterheads. The December issue will contain awards on pamphlets and booklets, containing 35 square inches or less to the paper page, including such as are designed to slip in a No. 9 or smaller envelope. No limit will be placed on the variety of samples submitted.

Awards will be made on the general appearance and effectiveness produced, by simple means, of the specimens, and will be decided by a committee of fellow craftsmen and advertising men who have attained commanding places in their line of work.

Announcement of further classifications will be made from time to time, giving two months' notice in advance. Samples for the December contest must reach the Contest Editor, care The National Printer-Journalist, on or before November 30, 1912, and for succeeding contests, before the last day of alternating months thereafter.

WETTER

TYPE-HIGH NUMBERING MACHINE

Sold at Right Prices by All Type Founders and Dealers

Wetter Numbering Machine Company 343 Classon Avenue, Brooklyn, New York, U. S. A.

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WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

WE OFFER FOR SALE the following machines, all in good workable condition and splendid value for country offices: 33 inch Advance Power Cutter with two knives, $225.00; No. 2 R. Monitor Stitcher, $75.00; 5x8 Pearl Press, $50.00; 50 cases, both news and California, at 40c each. All of the above in good condition, being superceded by larger machines. Price, F. O. B. cars, Rockford, Ill., half cash with order, balance draft attached to bill of lading. Rockford Printing Co., Rockford, Ill.

Bargains in Printing Presses

FOR SALE

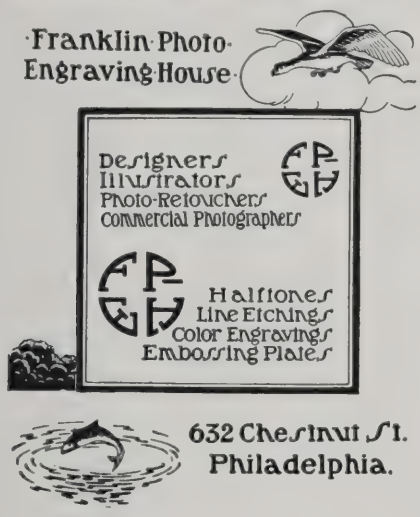
FOR SALE—One Cox Duplex Printing Press. Prints 4-6-8 pages. Overhauled and rebuilt. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Pony Straightline Press. Prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Four-deck Straightline Press, prints from 4 to 32 pages; one Goss Three-deck Straightline, Press prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price. GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12 pt. matrices, Rogers Tabular Attachment. Address "Bargain," care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago.

WANTED SALESMAN—Selling printers on commission to handle Riessner's Gold Ink as a side line. Address T. Riessner, 57 Gold Street, New York City.



Read by British and Colonial Printers the World Over

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2 per Annum, post free. Specimen Copy sent on receipt of 35 Cents

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, De Montfort Press
LONDON, Thanet House, 231 Strand, W. C.

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz with extra tongues.

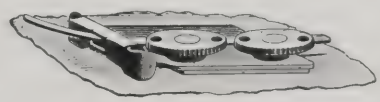
Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency Method of attaching does not interfere with raising tympan

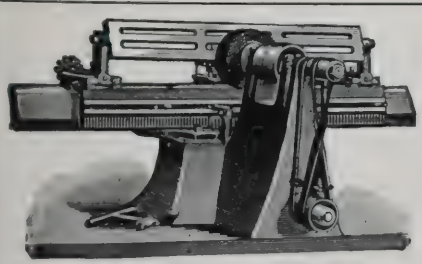
Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York
From us or your dealer. *Free Booklets.*

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1 25 set of 3 with extra tongues.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

When
You Need
Engravings
FOR ADVERTISEMENTS,
YOUR PAPER, LETTER HEADS,
OR BOOK ILLUSTRATIONS,
Remember and

"WRITE TO
SANDERS
ST. LOUIS"

ENGRAVINGS
BY EVERY MODERN METHOD
WE ISSUE SPECIAL SPECIMEN BOOKS
SHOWING WORK BY THE DIFFERENT PROCESSES.
TELL US WHAT YOU ARE FIGURING ON AND
WE WILL SEND SPECIMENS WITH PRICES
Sanders
Engraving Co.
ST. LOUIS
MO.

THE THINGS WE DO

DRAWINGS
of any description,
and for every purpose, in
PEN AND INK OR WASH.
for LETTERHEADS,
CATALOGS, COVERS,
MAGAZINES OR
AD. DESIGNS.

MECHANICAL DRAWINGS
FROM BLUE PRINTS OR PENCIL SKETCHES.
BIRDS-EYE VIEWS.
RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS,
COLOR WORK OF EVERY
DESCRIPTION, IN TWO, THREE
OR MORE COLORS. WOOD
ENGRAVING, WAX ENGRAVING,
ELECTROTYPING, STEELOTYPING,
NICKELTYPING STEREOTYPING,
COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.

CONSULT
The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

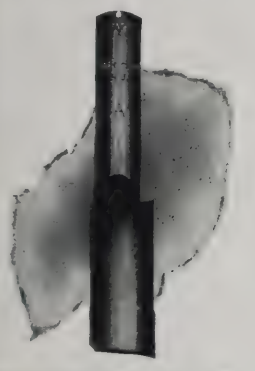
TYPO
15th Year

WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

RATINGS
MOST CAREFULLY REVISED
and based upon substantiated statements and ledger. facts furnished by the trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

THE INCREASING USE



of Cutters that Cut—the kind that Royle makes, proves their superiority over cheaper imitations.

Write for circular.

John Royle & Sons
Paterson, N. J., U. S. A.

Engravers' Machinery

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler, Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 42 W. 125th St. New York

Riessner's Combination Gold Printing Ink

for all kinds of paper. A pound sent, express paid, on approval. Send on your paper and I will print Gold Ink on it to show you.

Specimens and prices on request

T. RIESSNER 63 Gold Street, New York
AGENTS WANTED. A Good Side Line for Salesman.

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, . . . CHICAGO, ILL.

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Trea

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

OCTOBER 1912

VOLUME 30
No. 10

CHICAGO
ILL.

NATIONAL PRINTER-JOURNALIST

EXPOSITION BUILDING AND MUSIC HALL, CINCINNATI

Second Ohio Cost Congress, October 3, 4 and 5

FACTORIES

OF THE

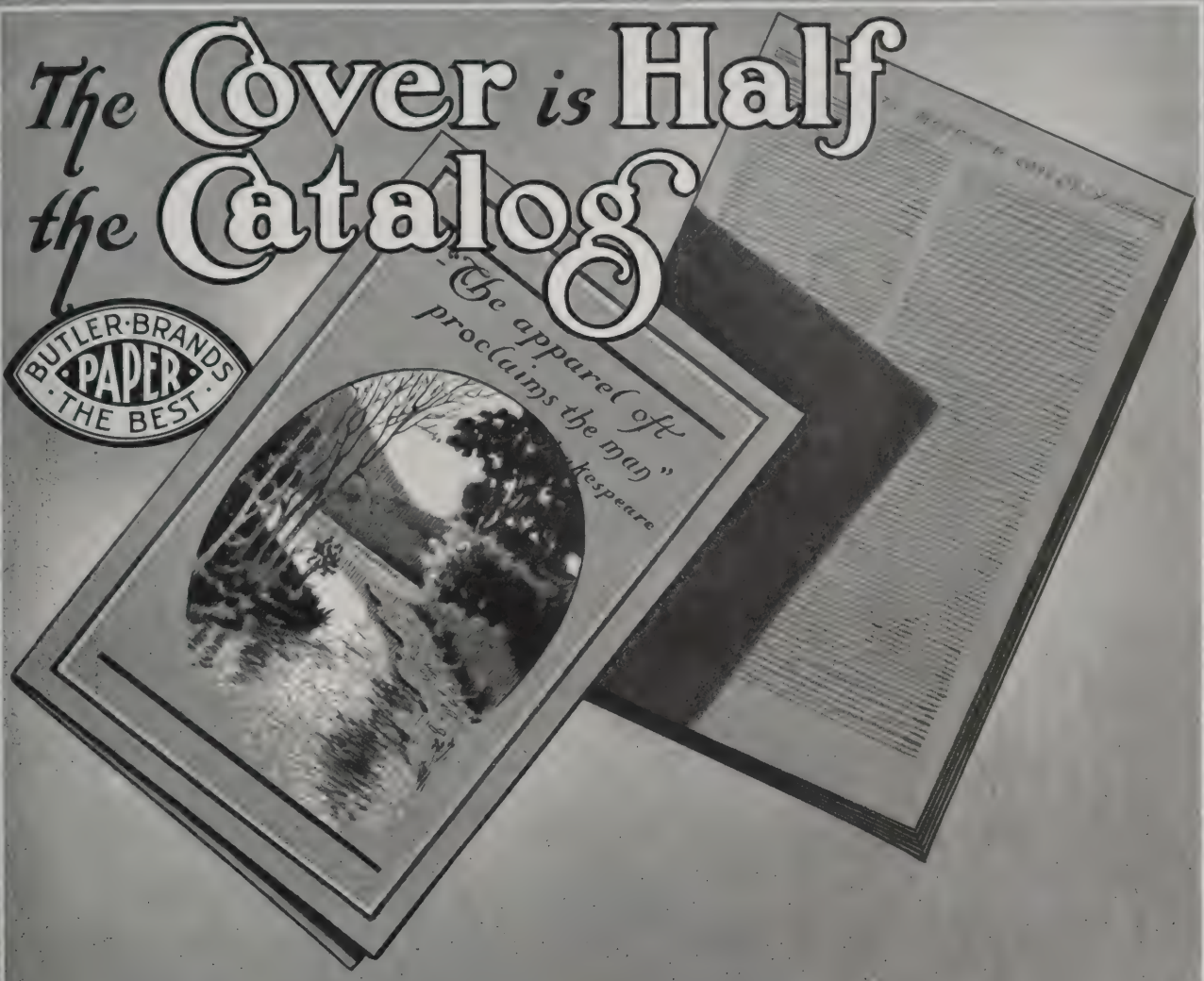
H. D. ROOSEN COMPANY

78 Twentieth Street
Brooklyn, N. Y.

Manufacturers of Printing and Lithographing Inks
of the Highest Quality

BRANCHES IN ALL THE PRINCIPAL CITIES

The Cover is Half the Catalog



A GOOD, thoughtfully designed cover is a catalog's best asset, because it is the cover that usually determines the recipient's interest.

To win, it must appeal to the optics, be striking, attractive, irresistible. It may be elaborate or simple, but it must invite inspection. It should be an outward suggestion of the good things within.

Cover Paper—the kind the printer needs to produce effective, serviceable covers—has always been a subject of close study with us.

DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER COMPANY	Milwaukee, Wis.
INTERSTATE PAPER COMPANY	Kansas City, Mo.
SOUTHWESTERN PAPER COMPANY	Dallas, Tex.
SOUTHWESTERN PAPER COMPANY	Houston, Tex.
PACIFIC COAST PAPER COMPANY	San Francisco, Cal.
MISSISSIPPI VALLEY PAPER CO.	St. Louis, Mo.
SIERRA PAPER COMPANY	Los Angeles, Cal.
OAKLAND PAPER COMPANY	Oakland, Cal.
CENTRAL MICHIGAN PAPER COMPANY	Grand Rapids, Mich.
MUTUAL PAPER COMPANY	Seattle, Wash.
AMERICAN TYPEFOUNDERS COMPANY	Spokane, Wash.
AMERICAN TYPEFOUNDERS COMPANY	Vancouver, B. C.
NATIONAL PAPER & TYPE COMPANY (export only)	New York, N. Y.
NATIONAL PAPER & TYPE COMPANY	City of Mexico, Mex.
NATIONAL PAPER & TYPE COMPANY	City of Monterey, Mex.
NATIONAL PAPER & TYPE COMPANY	Havana, Cuba

If this topic interests you, we would like to discuss it further with you.

J. W. Butler Paper Co.
Chicago

ESTABLISHED 1844

"JOHNSONIZED" Modern Printing Machinery

These machines are not in the class of ordinary second-hand machinery. All built originally to be the best in their class, not the cheapest; have the material in them to work on in rebuilding. **Guaranteed** for all practical purposes to be the equal of new, in the hands of competent workmen, to do the work of new. Free from all defective material and workmanship.

644	**PONY OPTIMUS,** 2 Rev. No. 3, bed 26x32, air springs, front sheet (printed side up) delivery, trip, back-up motion, table distribution, modern job machine, high speed, had very little usage	**$1050.00**
490	**COTTRELL,** 2 Rev., bed 24x31, air springs, rear tapeless delivery, table distribution, impression trip, high speed job machine	**700.00**
590	**PONY CAMPBELL,** 2 Rev., bed 23x28, front fly delivery, coil springs, table distribution, impression trip, speed 2200	**700.00**
611	**WHITLOCK,** 2 Rev., bed 27x40, air springs, late style eliptical bed movement, front fly delivery, trip for impression, table distribution, fine condition	**1200.00**
603	**HUBER,** 2 Rev., bed 29x43, crank movement, no springs, front fly delivery, table distribution, 4 form rollers, trip, high-grade job machine	**1350.00**
385	**CENTURY,** 2 Rev., bed 30x43, front sheet delivery, 4 form rollers, Miehle style bed motion, trip, air springs, fine job machine	**1600.00**
382	**CENTURY,** 2 Rev., bed 39x53, sheet 36x48, front fly delivery, air springs, 4 form rollers, table distribution, trip, roller lift, almost new modern job machine	**1750.00**
400	**BABCOCK REGULAR DRUM,** bed 27¾x41, air springs, rear tapeless delivery, rack, screw and table distribution, latest style high-grade job type cylinder press	**800.00**
795	**WHITLOCK,** 2 Rev., bed 39x52, 4 form rollers, geared distributors, air springs, trip and back-up motion, front fly delivery, eliptical bed motion, late style	**1500.00**

C. I. JOHNSON MFG. COMPANY

THE INDEPENDENT PRINTERS SUPPLY HOUSE

48-50 East Third Street **ST. PAUL, MINNESOTA**

(Set in Hansen Caslon and Caslon Full Face)

"ME FOR THE WARNOCK DIAGONAL EVERY TIME"

"Of course I am—if you had my job you would holler for it too.

"When I make up a form, especially a complicated one, with any other block than the Warnock Diagonal Block and Register Hook, I've got to fool away time *laying out* the form and *building in* the hooks.

"With the Warnock I've got a dandy base to start with—I lay my plates right where they belong, ***drop in the hooks***—and I am done.

"Talk about building up a form. Not for me—when I can save half my time with the Diagonal."

No wonder he is strong for the Warnock Diagonal. And what about you? Isn't it time that you were catching on also?

Our proposition certainly means more to YOU than to your employees when we offer to replace your present plate mounting device inch for inch and hook for hook and allow you a credit of ***one-half of its original cost on the new outfit.*** The old material to be shipped to us when you receive the new.

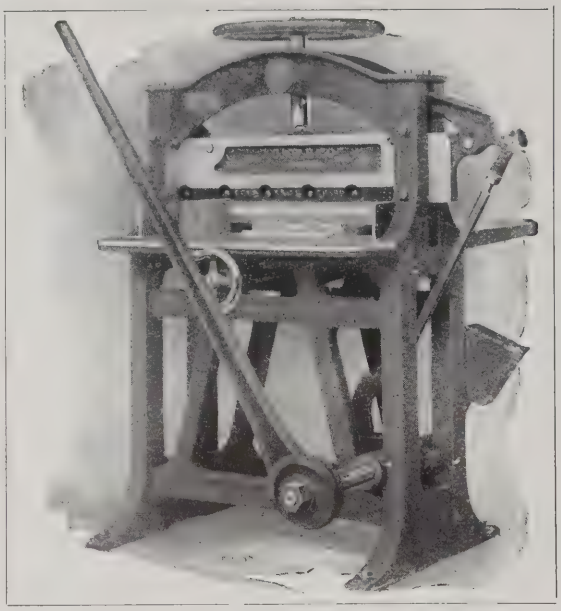
Take your stoneman's advice—it's a good tip.

Write us today. It will be money in your pocket.

The Printing Machinery Co.

Specialists in Plate Mounting and Registering Devices

THIRD AND LOCK STS., CINCINNATI



The New Toggled Oswego Lever

CUTS LIKE CHEESE AND DOES NOT RACK YOUR BACK

(Patent Pending)

A new device on *Oswego* Cutters that makes the final cut a pleasure.

No jumping on the lever to get the knife 'way down.

Note the new straight girders, taking all the strain direct against the frames.

No bellied table to gouge the cut.

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Just the cleanest, quickest, strongest, handsomest Lever Cutting machine that over a third of a century's experience and work along this one line of cutters is able to produce.

This pictures only one of the ninety sizes and styles of the *Oswego* and *Brown & Carver* and *Ontario* cutters that are made at Oswego as a specialty. Each Oswego-made cutter, from the little 16-inch Oswego Bench Cutter up to the large 7-ton *Oswego Auto Rapid Production* Cutter, has at least three points of excellence on Oswego Cutters only. Ask about the Vertical Stroke Attachments for cutting shapes.

It will give us pleasure to receive your request for our New Book No. 8, containing valuable information. Won't you give us that pleasure?

OSWEGO MACHINE WORKS

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Want to Make Money?

Then use money making equipment—equipment that eliminates waste at every turn—that cuts out all unnecessary labor—that not only makes it possible, but *easy* to turn out more and better work—equipment that reduces your costs to the lowest possible point and that extracts *all* the profit—the very last penny—out of your work. The best and surest way to do this is to

Use Rouse Time Savers for Printers

Lead and Rule Cutters	Mitering Machine
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Universal Blocks	Register Hooks
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Graduated Galleys	Form Trucks
Newspaper Bases	Composing Rules
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Each the Best of Its Kind

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Chicago, U. S. A.

OVER 2500

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American Type Founders Co.

General Selling Agent

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For round-cornering, a metal cutting block is used. Will cut corners up to 2-inch thickness. The machine is also furnished for power.

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New York, 124 White Street Boston, 130 Pearl Street

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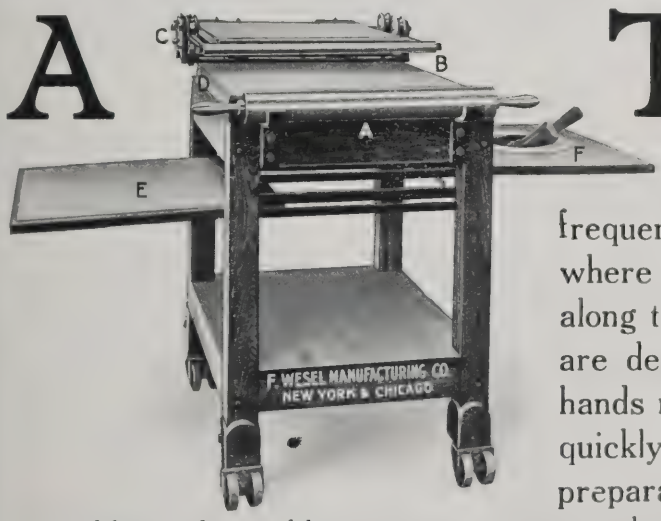

The Newspaper Office that most frequently "Scores a Beat" is the office where they know how to save seconds all along the line. Wesel Matrix Tissue Holders are designed so that each of the operator's hands makes the necessary motions naturally, quickly and with the least exertion. The preparation of a matrix is accomplished so smoothly and quickly as to save several seconds. This is one of several points where Wesel can save time.

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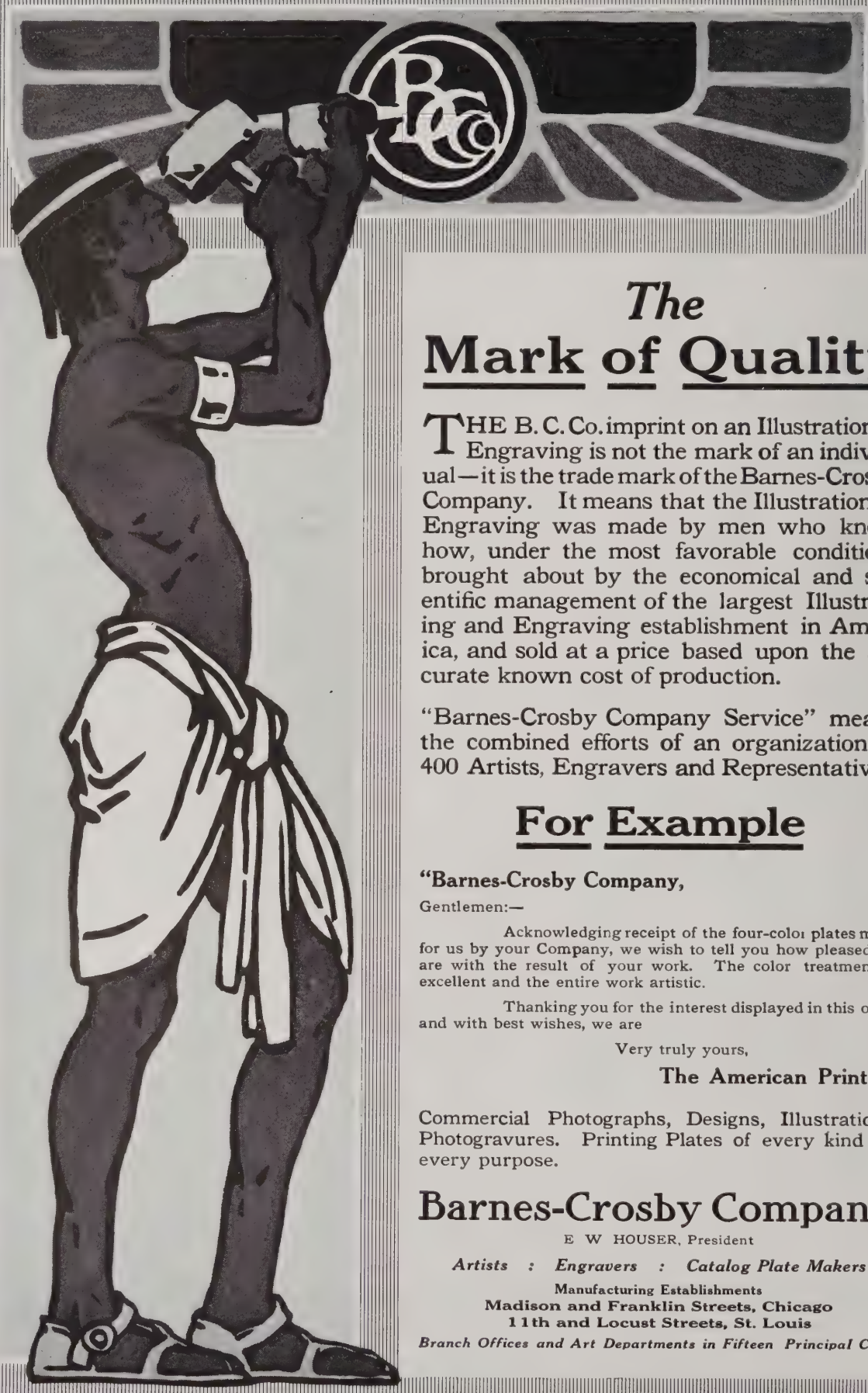

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Thanking you for the interest displayed in this order and with best wishes, we are

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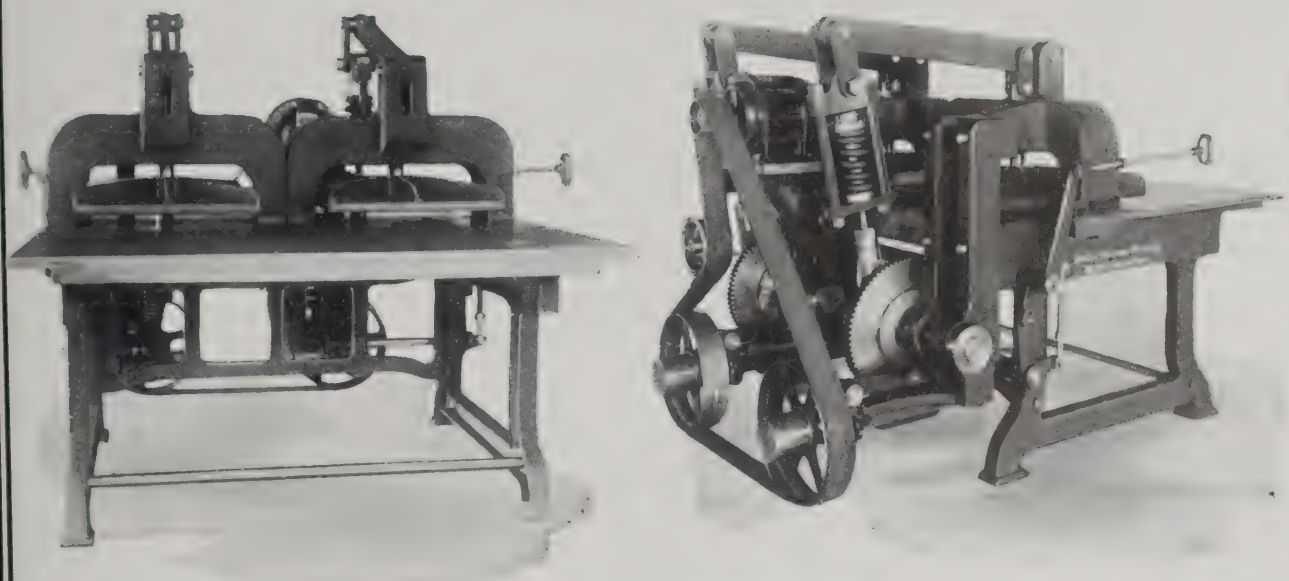
ANOTHER WINNER!

The Duplex Mechanical Compressor Matrix Drying Table



The double machine, as shown in the above cuts, accommodates two forms at a time and can be operated by a two-horse-power motor.

The entire manual operation consists simply in pulling the lever, requiring but a moment and the strength of a child. Single platen tables are furnished when desired.

THE MACHINE IS WHOLLY SELF-CONTAINED

Publishers and stereotypers are greatly interested in this, the latest machine for the production of perfect matrices by a simple, safe and very powerful mechanical arrangement.

The Mechanical Compressor is superior to pneumatic pressure for matrix making, and does away entirely with air compressors, special electric apparatus for operating the same, air tanks and air cylinders on the compressors.

Air and fluid compressors have auxiliary devices, to be used when the air and fluid mechanism is out of commission, sufficient evidence of their unreliability.

The Duplex Compressor has absolutely no auxiliaries and is wholly self-contained. Its action is positive, and the platen "follow up" is made variable at will.

The New York Tribune uses these double platen drying tables exclusively.

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General Agents for Canada: MILLER & RICHARD, Toronto

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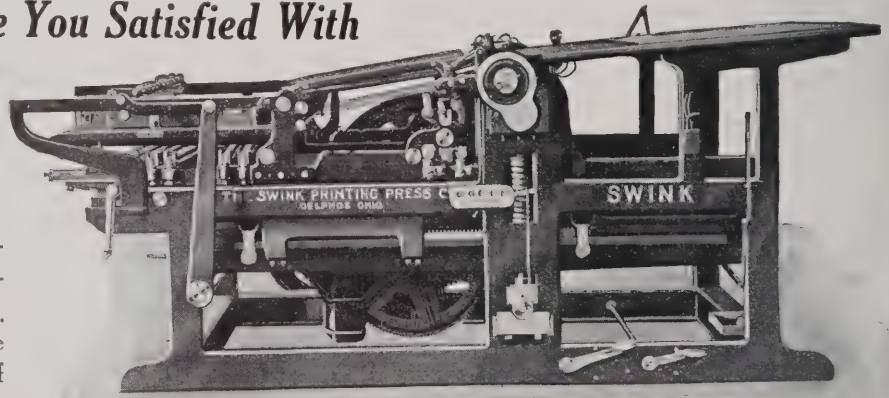
"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

Telephone, Harrison 5260-5261-5262 All Departments

MR. PRINTER: Are You Satisfied With Paying More and Getting Less?



We'll, of course, if you *are* satisfied with this, that is *your* business, likewise the consequences. *Our* business is to sound the warning by saying to you that if you are *not* satisfied with paying more and getting less, then you should investigate the merits of the Swink Big Pony Press before making your purchase. It costs you nothing to make this investigation, and you, being the judge, the decision is up to you, and whatever the outcome, we will be satisfied, as the Swink press always has and always will sell on its merit alone. No need for any misrepresentation, the plain, proven facts are all-sufficient. The old maxim "Merit wins" is proving out wonderfully true in the case of the Swink High Grade Press, and that shall always be our guiding star. Be honest with yourself and investigate the Swink press before you buy.

Catalogue will be supplied upon request, or special representative will call and see you

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Efficiency Plants

The Efficiency Department of the American Type Founders Company furnishes SCIENTIFIC LAYOUTS of Printing Plants, including every Department for Plate-making.

Let Us PROVE to You that We Can INCREASE your PROFITS

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Is the basis of a Real Bargain

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Is the basis of Real Value

Permanency

Is an essential attribute of Real Quality

Efficiency

Welds Value, Quality and Permanency into Veritable Economy

Most large Composing Rooms are the results of *Accretion*, and have developed without system, as business increased. Thus inefficiency intrudes even under the most Successful Management. In the great majority of plants it is possible to Save Floor Space, Increase Output, Reduce Expenses and Increase Profits.

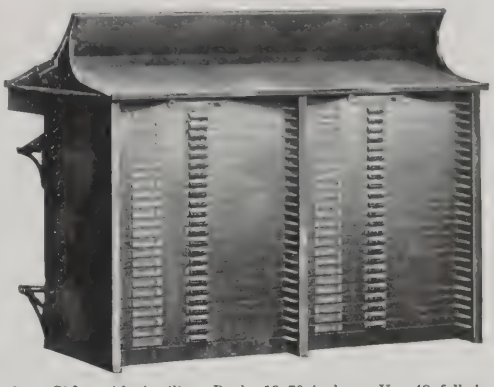
Start Right with the New Plants and Re-Locate the Old Plants on our Scientific Efficiency Lines

American Type Founders Co.

American Steel Cabinet

No. 554

DESIGNED BY M. M. DANIELS, EFFICIENCY EXPERT, AND MANAGER OF THE CLEVELAND BRANCH OF AMERICAN TYPE FOUNDERS COMPANY



Case Side, with Auxiliary Bank, 18x70 inches. Has 48 full-size California Job Cases, each with steel front protector and brass pull. Extras: Electric lights over each tier, each controlled by separate switch; brass label holders; number tacks.

All-Steel Equipments

Things in Steel once bought are finally bought—the cost of "Upkeep" and the factor of "Depreciation" are negligible.

The American Type Founders Company offers for sale at all its branches Steel Printing Plant Equipments superior to any heretofore made, not only in that every piece is designed to give Maximum Efficiency and occupy the least space, but also that the Materials, Method of Construction, Durability, Stability and Finish are superlatively good.

Working Side, with Working Bank and two Auxiliary Banks, and two ample Copy Drawers. The Working Bank is recessed to hold cases containing justifying materials, such as leads, copper thin spaces, etc., which are flush with bank. The steel foot rail is extra, if required.

American Type Founders Co.

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Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

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The Acme Binder No. 6

is a good stapling machine It has stood the test for years and has been improved through practical experience with the demands of printing offices A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

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Progress Typewriter Supply Co., Ltd., London, England, European Agts

SERVICE

Stands first in pleasing your patrons in typesetting for the trade. To be thoroughly consistent this must be backed by personality conversant with all the technicalities of both hand and machine composition, the culmination of which is highest

QUALITY

These are the results obtained in book, job and catalogue composition when placed in our hands. Your correspondence is earnestly solicited in regard to the production of booklet, catalogue or publication, with the assurance of highest class workmanship.

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Was doing the work of three hand compositors on a

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"The machine is working satisfactorily. Am very well pleased, and am glad I bought it. You are at liberty to send any prospective buyers here to see it, or you may refer them to me."

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Will equip with their wonderfully convenient space-saving

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making layout and blue print of your rooms, so that you can save money at spigot and bung-hole every day of the year.

Call us into council.

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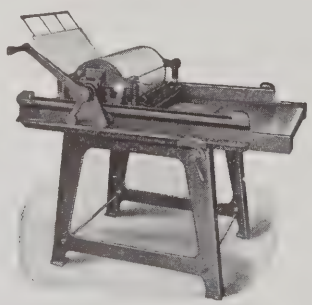

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****From a letter recently received from Cantwell Printing Company, Madison, Wisconsin.*

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Good proofs add to the prestige of your plant

The Composing Room Cylinder

produces quality work. The simplest and most durable press made. Feeds to grippers, or sheets may be laid on forms. Absolute register, automatic inking. Safety grippers prevent injury to forms.

Ideal for street car cards, rent and sale signs and other short run jobs. Proofs forms that are too large for your Gordons. Prints runs that are unprofitable for your Cylinders.

Made in two sizes 25" x 25" and 17" x 25"

Send for catalog and sample proofs. The time to save on your proofing is **now**

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20 cuts of 20 different heights-to-paper in one form. Think your pressman could start the "run" quicker if the cuts were ONE height-to-paper? Standardize the cuts before they reach the pressroom with a Miller Saw-Trimmer.

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

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MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

Now available in WOOD or STEEL

WE manufacture Furniture of Wood and Steel that bears the Hamilton Trade Mark, thus somewhere about each individual piece. This mark of quality does not make the goods, but it is a guarantee that it comes from the Hamilton shops.

In the minds of more than one hundred thousand satisfied users the world over, the product of these shops has come to be considered the criterion of what constitutes good business furniture.

We would make our furniture *better if we knew how*. We are making it the best we can, with the materials, appliances and skilled labor available, and we are learning how to do things better.

We have been in this business thirty years, but we are still going to school—taking courses in advanced work now.

Our latest development is the new line of Pressed Steel Composing-Room Furniture. We are using heavier materials than necessary, making it several hundred per cent stronger than is absolutely essential. It is our purpose to make this furniture in a way that a century hence it will be as substantial and lasting as when first installed. That is a feature of the Hamilton line.

Not necessarily the cheapest in point of first cost, but when figured in lasting qualities, serviceability, and working economy, its cheapness is plainly manifest.

For your own protection insist on Hamilton furniture with the Trade mark on every piece.

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Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

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THE OLDEST AND STILL THE BEST
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Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

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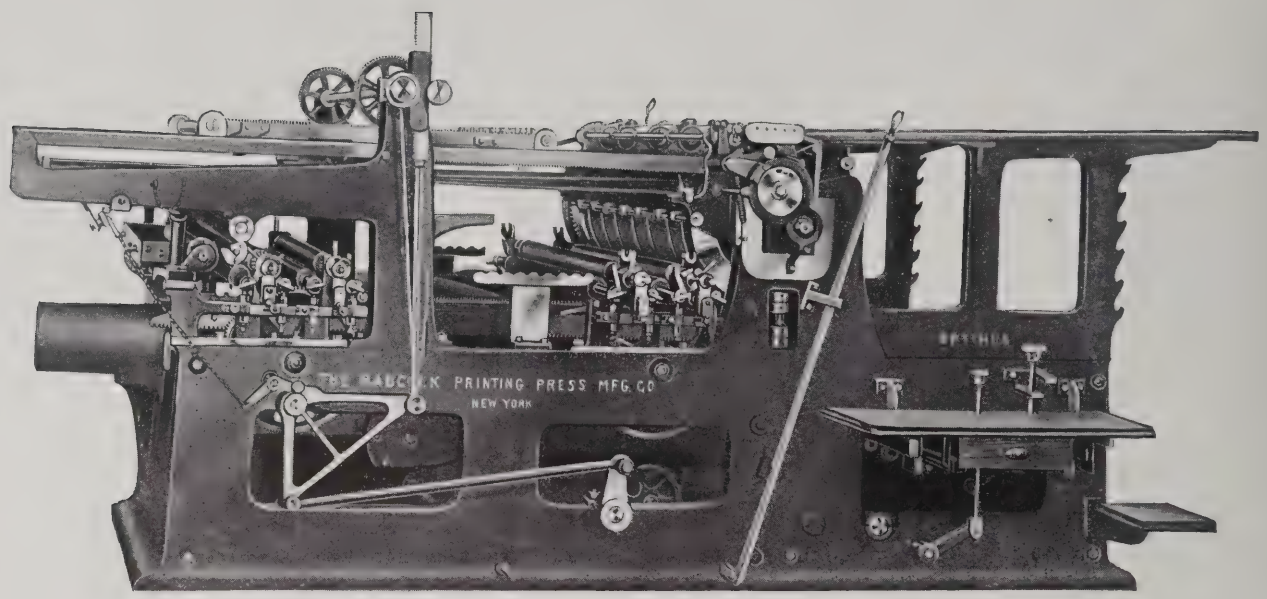

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National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus

The Babcock Optimus

At a meeting in Chicago a speaker last week said that a cost committee had found that the average commercial press or job cylinder makes four changes a day; that if it had a fly fifteen minutes were lost adjusting it for each job, or a loss of one hour for the average day; that the average hour cost of such a press is $1.65.

On that basis the fly press costs the office $9.90 a week, $41.25 per month, or $495.00 per year of 300 days more than a non-fly Optimus. The saving is a good percentage on the investment in the press. A delivery that reduces unproductive time must give an advantage to its owner in prices and profits.

The Optimus has no fly. Its delivery is ready for job of any size or stock without adjustment of any sort. Only jogger-wings may need setting, and this is done with the press in operation—no lost time whatever.

As a common demonstration an erector without stopping the press will feed tissue followed by strawboard, tissue again, cardboard, and then paper. A sheet of paper full capacity of press follows; the succeeding sheet is torn in two and the half fed; the remaining half is divided and the quarter fed; the quarter torn into eighths and fed; the eighth into sixteenths, the sixteenth into thirty-seconds, the thirty-second into sixty-fourths, until the last is the size of an average postcard. These are all piled on the delivery table at front of press in consecutive order and size by uninterrupted movement of machine, and without change of any sort whatever. Such a demonstration of delivery perfection is impossible by any other. There is money-saving in it.

Although the Optimus has the best jogger ever put on a press, it will pile sheets without it as well as others do by the use of one.

The Optimus sheet delivery is not that kind that compels the press to be slowed down in production. It is a fast feature of the speediest press made, and retards it in no way at any time.

Its delivery is not the only admirable thing about an Optimus; other features are equally superior and exclusive. We like to talk about them.

A new Optimus Catalogue is ready. It is handsome, and sure to be instructive. We will gladly send it to any printer making the request.

SET IN AUTHORS ROMAN

NATIONAL PRINTER JOURNALIST

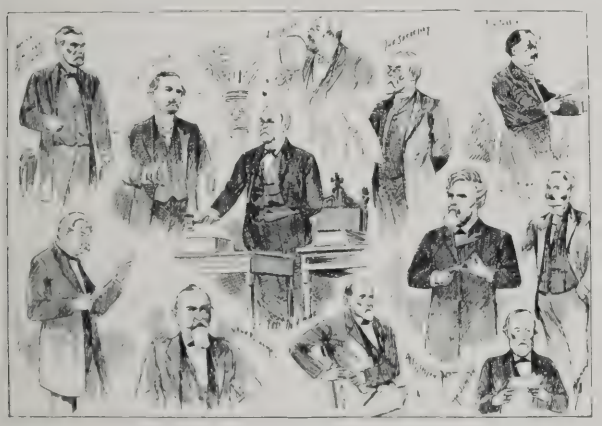
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty | Chicago, October, 1912 | Number Ten

Twenty-Sixth Annual Convention of the United Typothetae of America

A Splendid Showing—Many Matters of Educational and Industrial Interest

ROUNDING out a first quarter of a century by an organization of earnest men associated for mutual good, is not without sentimental as well as educational and inspiring interest. The United Typothetae of America was organized in Chicago, October 18, 1887, so that the Twenty-sixth Annual Convention appropriately held in Chicago, September 2, 3 and 4, 1912, was rightly counted as the quarter centennial of the organization, and it was natural for the members to look backward and to remember those who have completed their labors. Among these, President Cushing appropriately mentioned in his address the following: Andrew McNally, C. H. Blakely, R. R. Donnelley and Henry O. Shepard, of Chicago; N. L. Burdick, of Milwaukee; R. Harmer Smith, William C.



Reduction from Cartoon of United Typothetae of America Engraved for the National Printer-Journalist from Sketches of Thursday's Session, Sept. 20, 1888, by the N. Y. Graphic

Martin and Howard Lockwood, of New York; E. R. Andrews, of Rochester; W. H. Woodward, Sam Slawson and Richard Ennis, of St. Louis; A. O. Russell, of Cincinnati; James Davidson, of Louisville.

The Chicago Typothetae was largely instrumental in the formation of the national organization and in one of the splendid exhibits at the convention — that of the J. W. Butler Paper Co.— there was shown a group photo of the early members that attracted much attention on account of its historic interest.

In the September, 1888, issue of the National Printer-Journalist we gave an account of the second convention that was held in New York City, September 18 and 19, 1888, in which account a cartoon was shown of officers and prominent members, that is reproduced as a remembrance of and a tribute to the gentlemen then active in the United Typothetae, many of whom have since finished the volumes of their lives. A page of this account, reduced one-fourth size, is also shown. It contains the names of all the delegates to the convention, gives the able welcoming address by J. J. Little of New York City and some of the splendid suggestions and recommendations by President Theodore L. Devinne.

It may be that our older subscribers will need a glass to read this reproduction, but it will pay for the additional trouble required, as it reveals the fundamental ideals of the founders.

Mr. Devinne suggested some of the very same things that are so ably treated upon by Mr. Henry Porter of Boston in his address at the recent convention, "The Father of the Man," printed elsewhere in this issue.

Mr. Devinne urged the careful selection of boys, and urged — at least in all large cities — trade schools for printing. He made a strong plea for arbitration for the settlement of disputes, in which he was earnestly supported by J. J. Little and we believe that these two gentlemen, of all those shown in our cartoon, are the only ones now living.

Dr. Edward Eggleston, who attended the convention and delivered addresses in favor of a just international copyright bill; Andrew MacNally, who was elected president and William Johnston, who was elected secretary; A. O. Russell of Cincinnati, John Polhemus, of New York, have all passed away. This much by way of a glimpse into the past.

To return to the recent anniversary convention. President Cushing, after a glance at the past and congratulatory words over the growth of the twenty-five years, spoke of recent efforts and of those activities in which all members of the craft are or should be interested and from which all should receive benefit.

Now, after twenty-five years, with a membership almost twenty-five times the original number, it has spent

$70,000 during the past year in the work of putting the printing business upon a profit-making basis and on a commercial plane commensurate with its importance as the sixth industry in the United States.

Among the activities of the United Typothetae of America, in addition to the spreading of the gospel of cost finding and the installation of the standard uniform cost finding system, has been the teaching day in and day out, in the face of absolute unbelief, of the doctrine that this is an age of co-operation and that to succeed means to co-operate with your fellow-printer; the maintenance of a labor bureau at headquarters for the benefit of our members in supplying them with help in time of need; the correction of trade abuses through conferences with manufacturers and other trade organizations; the following up of state and national legislation and the

UNITED TYPOTHETÆ OF AMERICA.

THE editor had the pleasure of attending the second annual meeting of this body in New York City on the last two days of the session, and of breaking bread with the employing printers at the most elaborate, complete and successful banquet given by the New York Typothetæ to the delegates on Thursday evening. The convention was composed of delegates from local Typothetæ, but by a courtesy ever inherent in members of the printers' craft the editor was, by unanimous vote, granted the privileges of the floor, for which courtesy the NATIONAL JOURNALIST returns its sincerest thanks.

FIRST DAY.

The convention was called to order in the Masonic Temple, New York City, at 11 o'clock A. M., Sept. 18. The proceedings were opened by an address of welcome on behalf of the New York Typothetæ by Joseph J. Little, who spoke as follows:

Mr. President and Gentlemen of the United Typothetæ of America:

Some of the duties of life are of such a nature that it is difficult to discover the distinguishing line between duty and pleasure. It is certainly not only a very great pleasure to me, but I also esteem it a privilege to perform the duty imposed by the Typothetæ of New York—that of formally and officially extending to you, on its behalf, a welcome to the city of New York upon this occasion.

Pleasant as may be the task, it is an almost unnecessary formality, for is not the Typothetæ of New York the parent Typothetæ of America? Is it necessary for a parent to receive its offspring with formal words? No, gentlemen, it is not: we therefore simply open our doors and widely spread our arms, and thus receive you as a fond parent would its own children at a family gathering, regretting only that any are absent

It seems almost incredible that this is the first national convention of master printers ever convened in the city of New York, and the second only in the United States. This, however, being the case, you have a wide field of labor open before you. There is very much that can be accomplished through the medium of these annual assemblies, not simply to benefit ourselves and those associated with us as workmen, but also to elevate and develop the art

It is not for me to suggest any particular line of action; that is the province of your president, and I have no doubt that he will ably and wisely advise you. May I, however, be permitted to simply suggest that we have constantly in mind the words spoken by one of the noblest men who ever presided over the destinies of this nation, "With malice toward none, with charity for all," and to express the hope that every recommendation adopted by this convention may tend to the general benefit of the craft, from the boy, or girl, who to-day for the first time begins to learn composition, to the aged workman who has passed the three score and ten year limit of human life?

May we never fail to recognize the right of the individual, bearing in mind that our own rights are just as sacred as those of others, and are in no way lessened or curtailed because, perhaps, we have assumed more manifold and responsible duties than was formerly our portion; and, gentlemen, let us also remember that our individual rights are no greater now than they were when, perchance, we were at the case or at the press

And now, gentlemen, the committee, believing in that old school-day maxim, "that all work and no play," etc., have endeavored to provide some agreeable diversions for your entertainment, sufficient explanation of which will be found on the tickets that have been prepared; and let me here say that if any delegate has not yet received his tickets he is kindly requested to obtain them from the secretary of his delegation

Without occupying more of your time, I now, on behalf of the Typothetæ of New York, extend to every delegate a most cordial greeting and hearty welcome, and beg to assure you that the committee, of which I have the honor to be chairman, stand ready to serve you in any way

President DeVinne responded in an able address, the more important parts of which appear in reports of committees thereon, appearing in the subsequent proceedings hereinafter printed

The roll was then called, showing delegates present from

New York—W. C. Martin, Homer Lee, J. T. Harper, Martin B. Brown, Edward Taylor, Douglas Taylor, Joseph J. Little, William C. Rogers, Francis E Fitch, R. Harmer Smith, John Polhemus, Edward D. Appleton, John C Rankin, Jr., M. M. Gillis.

Chicago—Andrew McNally, W. P Dunn, F. Barnard, R R. Donnelly, W P. Henneberry, C. H Blakely, C. A. Knight, C. E Strong, William Johnston, P F. Pettibone, C. E. Rollins, David Blakely

St. Louis—Richard Compton, W. J. Gilbert, Sam Slawson, H Feldbush, R P. Studley, E. A. Smith, George D. Barnard, C. B. Woodward, C. M. Skinner, William L. Becker, W. B. Becktold, Hiram Liggett

Boston—Horace T. Rockwell, Albert J. Wright, George H Ellis, Samuel Usher, Frederick Mills, Frank H. Mudge, Frank Wood, J. S. Cushing, Louis Harta, James Berwick,

Philadelphia—J. R. Jones, John R. McFetridge, William B McKellar, C McMichael, William M. Patton, J. W. Wallace

Milwaukee—W. C. Swain, N. L. Burdick, H. H. Zahn, P. Shannon

Richmond—W. Ellis Jones, Everett Waddey, E. H. Ferguson

Minneapolis—C. A. Mitchell, W. P. Harmon.

Rochester, N. Y.—E. R. Andrews, W. E. Balkam, D. S. Barber

Cincinnati—A. H. Pugh, J. J. Sullivan, C. J. Krehbiel, A. O. Russell, J. B. Davidson, Robert T. Morris, Thomas Keating

New Haven—C. S. Morehouse, L. L. Morgan, William H. Lee.

Louisville—James Davidson, Howard M. Griswold

St. Paul—William P. Johnston, K. E. Clymer, William F. Repke, George M Stanchfield, Dennis S. Sperry, David Ramaley

Detroit—Thomas Williamson, John Taylor.

Topeka—C. C. Baker

Portland, Ore.—Frank W. Baltse

Interesting reports were received from the recording secretary and the executive committee of the Typothetæ, and topics embraced therein, as well as points considered by the president's address, were referred to appropriate committees, as was also a communication from the Typographical Union of America, after a rather warm discussion

SECOND DAY.

Pursuant to adjournment the United Typothetæ met at the Masonic Temple, New York, on Wednesday, Sept. 19, President DeVinne calling the members to order at 10:45 o'clock.

Applications for membership by the Typothetæ of Scranton, Pa., and the Typothetæ of Albany, N. Y., were received and referred to the executive committee

R. P. Studley, from the committee on the apprentice system, reported progress and asked for further time, which was granted

On motion, B. B. Herbert, of Indianapolis, Ind., was granted the privileges of the floor.

Additions were made to the roll of those present as follows: Nashville, Tenn., J. D. Andrews; Memphis, Tenn., A. J. McGallum; Albany, N. Y., John A. Sleicher and John D. Parsons; Toronto, Can., Wallace McLean; Kansas City, Mo., J. D. Havens, Indianapolis, Ind., B. B. Herbert

Secretary James Davidson, from the committee on "Distribution of Subjects," presented the report of that committee. On motion of Sam Slawson the report was read in paragraphs, each paragraph being taken up and acted on after being read

The committee recommended that the portion of the president's address referring to a declaration of principles of the Typothetæ organization be referred to a special committee. The portion referred to was as follows:

"Our society is unlike any in the trade. It is voluntary, and not coercive We are here as free men, not pledged to blind obedience in support of any leader or any policy. We do not propose to put fetters on ourselves or on the trade. We do not propose to make arbitrary prices, rates or rules; to make combinations against our customers or the public; to fix or regulate the wages of workmen; to organize a crusade against any society. It is not our plan to coerce unwilling or half-willing members in obedience to a policy they do not approve. We are here for counsel, and for that cheerful and voluntary concert of action which comes only from a conviction of the justice of the counselings.

"Our society is based on the right of the individual as opposed to the arrogated rights of societies. The Typothetæ member does not renounce the yoke of a foreign society to put on a new yoke just as galling from his own society. He is not to be ordered to pay prescribed wages or exact prescribed prices. He is expected to confer with his fellows on all matters of general interest, but he has the right to act for himself. The help he gets is, of course, in proportion to the help he gives. But in no case does he put a collar on his neck and give the chain to his society

"While we disclaim any intent to assume an arbitrary and exclusive control of the trade, either against customers, workmen, societies or members, we do desire to have a voice in the regulation of our affairs."

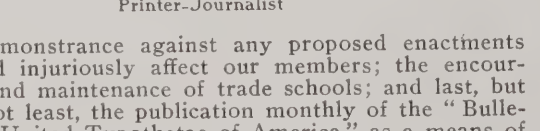
The recommendation was adopted, and the president appointed as such committee Andrew McNally, of Chicago; Edward Taylor, of New York, and J. D Parsons, of Albany

The report continued

That so much of the president's address as referred to trade schools be referred to the committee appointed at the last session on that subject The portion referred to is as follows

"We shall be asked to consider the propriety of adopting a new policy of apprenticeship. I wish some other phrase could be substituted. To all boys the word is thoroughly hateful. The apprenticeship system of two generations ago was one of the relics of feudalism It was practically a qualified slavery. To day is over. It cannot be established, nor can any other system which binds the master to the boy and does not bind the boy to the master. It is a one-sided bargain which all our master printers rightfully refuse. To the master printers of book or job offices in our larger cities the system is especially unfair. Of what use is it to them to carefully educate a lad in the trade who has the power, and who often uses it, to leave his employer and take work in another State in which he cannot be molested? Of what use for a city office to accept the restrictions of one apprentice to every ten men, when other offices in that city and elsewhere cannot be prevented from having ten boys to one man? Of what use for one office to refrain from educating good boys when it has to accept the incompetent boys of other offices and pay for them as competent men?

While I oppose the adoption of the old system of apprentices/up as a quackish remedy for the ills of our trade, I do most heartily recommend the adoption of wiser efforts to make skilled printers. We must more carefully select and look after the boys to whom we undertake to teach the trade. We must give them greater variety of work. We must not entirely abandon their education to the foreman or the time hands. We must bind them, to us not by legal restraints, but



U. T. A Convention Page from Sept., 1888, Issue of National Printer-Journalist

prompt remonstrance against any proposed enactments that would injuriously affect our members; the encouragement and maintenance of trade schools; and last, but perhaps not least, the publication monthly of the "Bulletin of the United Typothetae of America" as a means of keeping in closer touch with the entire membership and for the education of the printers generally. It is deserving of and should receive more general support from the membership.

Work in all these departments has been vigorously carried forward during the year and the results have been a banner growth of membership and remarkable increase of interest in our work all over the country, together with a phenomenal spread of the organization spirit.

While we have every reason to congratulate ourselves, and to commend our executive officers for the good work done this year, we must not consider that we have accomplished our task and are entitled to sit back and rest; but we must rather look forward to the great work yet to be done before we can justly claim that the printer is redeemed from the folly of his ways. The price-cutter is still abroad in the land and we shall be compelled to continue our efforts during the coming year. As a means toward greater effectiveness in the work, I would make the following recommendations for your consideration:

First—The systematic division of the territory we cover into suitable districts, and the placing of a traveling auditor in each district, whose duty it shall be to periodically visit each user of the cost system in the district and aid him to keep the working of the system up to date so that he may get accurate costs, and in such a condition that it will be an easy instead of a difficult matter to fill out form 9-H and get the full benefit of the tale it will always tell.

Second—That labor bureaus should be established at several points so located as to have one at least within easy reach by mail or 'phone of every member who might need its help; and a continued interchange of data between these bureaus. The present labor bureau at the general office in Chicago, while quite efficient, is too far away from some sections. This suggestion could no doubt be carried out by arrangement with the local Typothetae in the labor centers.

Third—An Advisory Board should be established, composed of the living ex-presidents, whose duty it shall be to advise with the president and executive committee on matters of importance. This will retain in the organization the ability and experience acquired by these men in their official capacity and be of great aid to the presiding officer. We still have with us the following ex-presidents: Theodore L. DeVinne, who served 1888; A. H. Pugh, who served 1890-1891; James H. Bruce, who served 1896-1897; Franklin Hudson, who served 1899-1900; Harry P. Pears, who served 1901-1902; Edward Stern, who served 1902-1904; George H. Ellis, who served 1904-1907; E. Lawrence Fell, who served 1907-1910; Wilson H. Lee, who served 1910-1911.

Fourth—That organization work should be kept up, with the idea constantly in mind that our aim is to have a local Typothetae in every city and town having five or more printers, and to have district locals where there are several towns too small to handle otherwise.

Fifth—That each local Typothetae be encouraged to establish a credit and collection bureau along similar lines, and that a free interchange of information regarding undesirable debtors and collection data be made between them direct. The data received in answer to an inquiry by the committee on credits shows that the time is ripe for such an extension of the work.

We shall also encourage the spirit of free interchange of information and assistance between local Typothetae on lines of efficiency, cost information, labor supply and credits, either direct or through the general offices.

These recommendations are equally applicable to all press and printing organizations, whether Ben Franklin clubs, editorial or other associations. The great lack of usefulness of associations in this past, has been the absence of systematic plans, with capable and enthusiastic men employed to carry out the same; to keep in touch with the members and to seek out and forward by every possible means and agencies their knowledge and interests.

A. M. Glossbrenner, chairman of the executive committee, who was afterward elected president, made a very satisfactory report of what had been accomplished during the year, calling attention to recent changes and proposed changes in the constitution with the purposes sought to be advanced or accomplished. The report ought to prove of informing interest to all who are interested in putting the printing vocation upon a more economic, worthy and profitable basis, carried on with those sound, honorable business methods and principles that command confidence, respect, and a success commensurate with its importance and great usefulness; and the great care as to many details, the skill, broad intelligence, and industry ever required in its worthy conduct.

The report indicated great liberality in expenditures, and untiring efforts by the officers and field workers, that had resulted in the gratifying increase of membership and

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the installation of the standard cost finding system in a large number of offices.

Services Necessary to Retain Members

One point that needs to be considered by all organizations, in this practical progressive age, is forcibly brought out in the following paragraph of the report:

Adding members carries with it an increased responsibility to serve them, so the future of the association and the maintenance of its membership will depend largely on the constructive ability displayed in the management, for it is a fact that while we have made the greatest gain in members this year in our history, still it is true that we have also lost many of the new members but recently procured, which means either that we have not chosen them with the care we should, or that we have not satisfied them by the service we have rendered.

The privilege of attendance on conventions, listening to papers and taking part in discussion, and enjoying the pleasant and educative entertainments or excursions is not to be undervalued. Attendance upon a rightly arranged convention with a program of papers and discussions by able and experienced men, on practical topics that touch every branch of the calling, affords a needed post graduate course the value of which cannot be overprized; but more direct personal service is demanded and can be afforded by co-operation through effective organization in ways attractively economical and useful.

One of the recommendations of this report, that was adopted, was that of constituting the past presidents an advisory board that the Typothetae might benefit by their mature experience in the work of the organization. This would seem to be a plan that might well and profitably be adopted by other organizations.

The report on the School of Printing established at Indianapolis, under the supervision of the U. T. A., was very pleasing as a contrast to the indifference that seemed to exist nearly a score of years ago, when the editor of this paper delivered an address on the subject of Schools for Printers at the New Haven Convention. It has, however, always been a pleasant memory that earnest approval and congratulations were received on that occasion from several of the ladies present, the wives of printers and mothers of printers' sons, as well as from Mr. Wilson Lees, who was elected president at that time, and from a few others.

The thoughts in that address were given in good faith and after careful observation and thorough consideration. The seed was sown in hope and the fruit is now being reaped, not only in the successful school at Indianapolis but by intelligent instruction in some of the larger offices, in other schools of typography and even at Harvard University. Prof. F. O. Climer was properly commended for his good work in the Indianapolis School of Printing.

The following paragraphs of this report, on "Cost System" and on "Accounting System," are of general interest and worthy of careful weighing that may lead to more general adoption:

Cost System — The improved condition of the printing trade in general, since the United Typothetae began the educational work and the installation of cost systems, is conceded by all those having any dealings with it. Not only our own members have profited by following our recommendations, but the general credit of the whole trade has been considerably improved, and although the volume of business has not been so great the last few years, the percentage of failures has been less, and this must be conclusive evidence that we are following a wise course, but we have plans for still another service that we expect to render our members during the coming year.

Accounting System — There is still another step necessary following the cost system, and that is the accounting or bookkeeping system. We have been working for a year to bring forth an accounting system suitable to the printing business, and we hope to make it so elastic that it may be used in the simple form for the smallest business and still be adaptable to a growing business of any magnitude.

The preparation of the forms, comprising the standard accounting system, is in charge of the Cost Commission, and we expect to have them ready for distribution in a short while. It is the intention in future to install it in connection with the cost system, and then it is proposed to appoint one or more traveling auditors, whose duty it shall be to travel the country and make periodical audits of the systems which may have been installed in the offices of our members. In this way we shall be able to offer to our members a service that will be invaluable.

The report of Secretary Franklin W. Heath was naturally confined largely to the direct work of the organization during the year and hence was principally of interest to the membership. It showed that new local Typothetae had been formed in thirty-three cities during the year and that there had been the addition of many individual members in cities where there is no local organization.

Average Hour Cost

The report contained the following table of average hour cost throughout the country. It will prove of interest, as stated in the report, especially as showing that records covering a longer period of time indicate that hour costs obtained from records for a few months are not reliable, and further, that as time elapses records, including several years of busy and slack time, show that general averages are higher than those taken for a few months or one year:

	1910	1911	1912
Hand Composition	$0.99	$1.20	$1.29
Linotype	...	1.62	1.69
Monotype	...	2.00	2.24
Monotype Caster	...	...	1.34
Monotype Keyboard	...	...	.90
Job Presses, all sizes	.71	...	.76
Job Presses, 12x18 and smaller	...	.72	.74
Job Presses, larger than 12x18	...	.77	.86
Cylinder Presses, all sizes	1.37	...	...
Cylinder Presses, larger than 25x38	...	1.60	1.61
Cylinder Presses, 25x38 and smaller	...	1.41	1.34
Cylinder Presses, larger than 38x52	...	...	2.19
Bindery Work, Girls', Hand	...	.34	.35
Bindery Work, Forwarders	...	.79	.89
Bindery Work, Finishers	...	.85	1.11
Bindery Work, Folding Machine	...	.98	1.09
Bindery Work, Ruling Machine	...	1.03	1.02
Bindery Work, Cutting Machine	...	.96	.89

Hourly Output, Machine Averages

Output, Cylinder	961
Pony	1070
Jobbers	943

The remainder of the Secretary's report told briefly of the National Graphic Arts and Printing Trades Insurance Companies of Philadelphia and Chicago and of sick and accident insurance, which have been pretty thoroughly covered from time to time in these pages. The reason was given for the removal of the offices of the United Typothetae from Philadelphia to Chicago, as being that of seeking a location more central to the membership.

The Program

Many able papers were read at the convention — two of the best appear in this issue of the National Printer-Journalist and others will be presented, in substance at least, from time to time as an opportunity may present.

"The Father of the Man," by Henry P. Porter, presents matters that are vital to the highest standing and efficiency of the honorable craft of printing, that appeal as well to the better sentiments and altruistic impulses of honorable, high-minded men.

Mr. F. I. Ellick, speaking of "The Results a Cost System Should Bring," drew a glowing picture of the possibilities that come from a thorough understanding, enabling one to be honest with himself and his customers; to know and fix the right charges and give courage,

backed by the ability to show why, to ask remunerative prices, while enabling the discovery and stopping of leaks, the elimination of inefficiency and the securing of the best possible results.

"Preserving Property Through Using It" proved a subject that allowed a review of the constant waste through non-use.

A. S. Pike, of Jacksonville, Fla., showed the great value of the craft in his handling of "The Importance of Job Printing to Other Lines of Business."

Harry S. Stuff, of Seattle, Wash., showed the possibilities and the profitableness of "High Class Printing in the Small Shop."

Resolutions were adopted that called for the creation of the advisory board, and of labor, credit and collection bureaus through which questions, regulations or disputes as to labor and financial interests may be looked after, cared for or guarded.

Delegate Pfuff, of New Orleans, extended an invitation for holding the Twenty-seventh Annual Convention of the United Typothetae in New Orleans. The invitation, with assurances of a good time and broad hospitality, was received with cheers, and, under motion, was unanimously accepted and the next place of meeting for the United Typothetae of America fixed at the Crescent City.

A board of twenty-four members and the following officers were elected: President, A. M. Glossbrenner,

A. M. Glossbrenner, Indianapolis, Ind., President U T A

Indianapolis; vice-president, George Courts, Galveston, Tex.; treasurer, A. E. Southworth, Chicago.

Executive Committee—D. Arthur Brown, Kansas City; L. P. Davidson, Louisville; Harry K. Dean, Grand Rapids; William Green, New York; Gerald T. Hoffman, Denver; H. W. J. Meyer, Milwaukee; W. E. Milligan, San Antonio; J. A. Morgan, Chicago; Benjamin P. Moulton, Providence; William Pfaff, New Orleans; Robert Schalkenbach, New York; Edw. L. Stone, Roanoke; John Stovel, Winnipeg; Rufus C. Williams, Richmond; C. V. Simmons, Waterloo, Iowa; John Watson, Jersey City; C. D. Traphagen, Lincoln, Neb.; D. L. Johnston, Buffalo; I. H. Rice, Los Angeles; Edw. N. Hines, Detroit; Eugene Saenger, Sioux Falls; Chester A. Whitemore, Portland, Ore.; R. P. Purse, Chattanooga.

THE FOURTH INTERNATIONAL COST CONGRESS

One pleasing feature of the opening of the Cost Congress was a welcoming address by Levi Hornstein, corporation counsel, representing Mayor Harrison. At the time of the formation of the United Typothetae in Chicago Mr. Hornstein was a master printer and head of the well-known firm of Hornstein Brothers. He attended the U. T. A. as a delegate from Chicago Typothetae to the Boston convention in 1891, and referred in his remarks on this occasion to incidents connected with the visit to the "Hub" and to the capitol with the "golden dome."

He also referred to the fact that five brothers of his family were printers. However, he left the art preservative, studied law and has become a prominent attorney and counsellor at law, but evidently retains a love for the printing craft. His remarks were pleasing and well received.

The convention was opened by Mr. Morgan, the chairman of the Cost Commission, who made an interesting report.

H. W. Meyer, of Wisconsin, delivered his very clear and enlightening address, that appears elsewhere in this issue, on "What Constitutes the Standard Cost Finding System and Distribution of Overhead Burdens." The following practical subjects were ably discussed by the gentlemen named: "Trade Customs," Joseph A. Borden, Spokane; "Machine Composition Costs," W. J. Hartman, Chicago; "What Constitutes Office Corrections: Are They Chargeable or Non-chargeable?" C. P. Byrd, Atlanta; "Cost of Liability Insurance to the Printing Trades," J. C. Adderly; "Accidents in Printing Plants," Frederick L. Davies; "Pressroom Efficiency," B. F. Corday, Cleveland; "Composing-Room Efficiency," A. E. Southworth, Chicago; "Bindery Efficiency," James A. Bell, Elkhart, Ind.; "Selling Department Efficiency," W. E. Hobill, Detroit, Mich.

The liberal program of entertainments as given in the September issue of the National Printer-Journalist was carried out to the delight and entire satisfaction of all, under the direction of William A. Grant, Chairman of Committees, composed as follows:

Reception Committee — M. S. Brookes, chairman; George E. Marshall, George E. Cole, T. E. Donnelly, E. W. Bredemeier, C. O. Owen, W. H. Armstrong, James White, A. H. Dwight, George Seaman, W. S. Gillett, C. P. Soulé, Henry T. Smith, B. H. McCain, J. Fred Butler, Forest Hopkins, W. C. Hollister, E. H. Wimpheimer.

Ladies' Committee — Mrs. W. A. Grant, chairman; Mrs. Rubovits, Mrs. Southworth, Mrs. Munroe, Mrs. Moeng, Mrs. Stearns, Mrs. Latham, Mrs. Knox, Mrs. Loth, Mrs. Morgan, Mrs. Shirley, Mrs. Newton, Mrs. Owen.

Headquarters and Guests Committee — Toby Rubovits, chairman; Forest Hopkins, W. T. Hodge, John Tuttle, J. Fred Butler.

Finance Committee — C. B. Stearns, Chairman; H. M. Loth, treasurer; H. L. Ruggles, J. L. Regan, M. S. Brookes, C. H. Morgan, R. M. Eastman.

Publicity Committee — W. M. Shirley, chairman; R. H. Knox, Joseph Hays, F. W. Galbraith, C. W. Dickinson.

Art Institute and Field's Store Committee — W. H. Munroe, chairman; L. Wessel, Jr., L. K. Grulee, E. A. Blackmer, H. W. Thornton.

Steamboat Committee — W. H. Sleepeck, chairman; A. Taylor, W. J. Hartman, H. S. Hanson, E. A. Le Gros, J. Harry Jones, Raymond Parker, J. R. Miller, Joseph Joyce, W. J. Wright, Jr., Joseph A. Roach, John Miehle, J. A. Forget.

Theater Committee — Thomas M. Ball, chairman; A. J. Weinsheimer, C. E. Kimball, B. P. Branham, H. B. Rouse, Cliff R. Hunn, George S. Smith, W. G. Hudson.

Automobile Committee — R. M. Eastman, chairman; Arthur Lloyd, E. D. Moeng, J. Fred Butler, W. E. Wroe, Ernest Lloyd, H. H. Latham, F. A. Barnard, A. B. Newton, H. Rosenberg.

Banquet Committee — O. A. Koss, chairman; E. H. Wimpheimer, C. J. Kellar, D. F. Kellar, M. S. Brookes, E. W. Stevens, Mr. Delbare.

Committee on Speakers — T. E. Donnelley, chairman; F. J. Clampitt, George E. Lincoln, W. H. French, Toby Rubovits.

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"Efficiency"

By Ben F. Corday, President and Treasurer, the Corday & Gross Company, Cleveland, Ohio

NOW that I have accepted the invitation to speak on the topic, "Efficiency in the Pressroom," some of you gentlemen may think that I have come here with hard and fast rules on how to reduce costs, increase output and clean up a larger net profit in the pressroom; but if that is the case, you are apt to be disappointed.

I am, however, prepared to tell you some facts which will help bring about a much better co-operative spirit, in not only your pressroom, but all other departments as well. They are what I believe to be the predominating factors, or, in other words, the dynamic force which is responsible for greater efficiency.

The whole proposition is largely a matter of personal equation. Imagine yourself in your co-worker's shoes for a while, then carefully study and analyze prevailing conditions — try to get the proper perspective.

In order to improve conditions, it is necessary to get at fundamentals, and one of the most important is fair and honest dealings with our fellow workers, because the vital factor in all efficiency methods is the "human element."

Efficiency is nothing more than using supernal common sense. And one of the places to effect efficiency in your operating departments is to first effect efficiency in the main office. A real test of efficiency is loyalty. Loyalty — not the ephemeral, but genuine, hearty loyalty every hour of every day in the year.

We ought to make sure that our co-workers are loyal to the organization. Loyalty is nothing more than the expression of common honesty, and we have every right to expect honest effort in return for wages paid, but we want more. Let this honesty be based on desire, rather than on a wage basis.

Let us personally set the example of loyalty, enthusiasm and appreciation. Don't unconsciously suppress ambition and discourage initiative. Make sure that as an organization there is co-operation in plan, purpose and policy. This will mean that we substitute co-operation for compulsion; companionship for coercion; responsive sympathy for surveillance.

Let us teach every man in our organization that integrity of the highest order must always be maintained, and that every act and thought must reflect the honesty of the house. The kind of honesty that's taken for granted — the kind that makes our acts honest, from habit. But it must be honesty born of habit, for as soon as we begin to observe that we are honest, to call attention to the fact, and to be impressed by our choice of action, at that moment we are under suspicion. It then ceases to be a habit and becomes a pretense.

Each man in charge of a department should be held responsible — look to him for results. Give him absolute authority to engage or discharge help directly in his charge. If he is the type of man who gets into the habit of becoming careless and shiftless, and doesn't seem to take the interest in his work that he should until something does go wrong, and then suddenly develops about ten horse power of animation in telling how it happened, taking our time and his for making excuses when he ought to be making good — that's the time to tell him that "An ounce of attention is worth a pound of intention."

Co-workers should be made to realize that next to honesty their most valuable asset is confidence in themselves. Confidence is nothing more than knowing our ability to accomplish that which we set out to do, and efficiency is only another name for doing the right thing at the right time.

Ben. F. Corday, Cleveland. Ohio

He is a genius who knows exactly when the hour is ripe for decision, but to know and not act is fatal; therefore the knowing how must be combined with undaunted courage, for that means immediate action. Procrastination is nothing less than a crime, and we must have no sympathy for the man who is always putting off for tomorrow that which should be done today. We must act quickly — not always along the lines of least resistance, but be able to take advantage of the opportunities as they present themselves. While some people are saying: "It can't be done," they are overtaken by the other fellow who is doing it.

Human efficiency depends in part upon the rapidity with which we are able to accomplish our tasks.

If we have men in our employ whom we must first tell what we expect them to do, then tell them how to do it, then finally do it ourselves — there is only one answer.

If there is one iron-clad rule which should govern every business, it is that everybody concerned should have an equal opportunity to be heard. How often the man at what may be called the lower end of the ladder, far removed from the "Big Stick" who dictates all policies, who alone is responsible for the organization, for the delegation of power and supervision, creates for himself minor ideals, which prove to be at variance with the ideals of those above him. Doubtless there is much that is good in both, but unless everyone is given an opportunity to be heard, ideals, no matter how grand they may be, are more or less dissipated because the opportunity did not offer for demonstration followed by concentration.

If the ideals emanating from everyone in the organization could be so lined as to pull in the same direction, the result would astonish even the student of efficiency. Of course, each individual should do his share of the work and not shift responsibility; for as soon as one man puts part of his work on the shoulders of another, the efficiency of both is lessened.

Lost motion will wear out any piece of machinery, and it will kill any business. System is a good thing, but where it runs to red tape it has a tendency to tangle up any business. There is, however, a middle ground.

All instructions should be written, thus saving from oblivion much that is of value. These instructions should be issued by means of an original and carbons, to as many persons as are interested in the transaction at issue, and the master sheet should bear the initials of all those to whom the carbons go, and be filed for reference. This at once puts an end to the expression "I didn't know." It is only fair that these instructions, issued at first hand by one who knows, should convey to each person interested in the transaction just exactly the thought of what is required, that no time may be lost in inquiring into details which might otherwise be lost sight of. This results in definite responsibility. It means a reliable and available record of everything of importance; it is helpful to all concerned and results in co-operation.

Everyone in the organization should be made to realize that the object of a partition which separates the office from the other departments is for convenience in transacting business, and not to emphasize the importance or unimportance of the departments of the business. The man who is really the master of men is the one to whom the men look with respect rather than fear; the man who lays down no rules except the unwritten one of selfless co-operation, for discipline means the subordination of the individual, and the greatest good for the greatest number.

Do we recognize the man of superior efficiency — very often he may do two or three times as much as the inferior workman, but under existing conditions in most shops, he has little chance for recognition and practically no chance of reward proportionate to his worth.

His position is fixed, his wages are fixed by his class and occupation. It is inevitable that under such conditions the more energetic pressman would say: "I can't make any more money by making this form ready in ten hours than I can if I take sixteen hours to do it; but if I get Tom, Dick and Harry and all the rest of the boys to join in a demand for higher wages, we can get them."

As a direct result we are encouraging our men to act together. As a rule the amount of work done by each man tends downward to the level of the least efficient; while the wages secured by the class through collective bargaining tend upward toward the maximum that can be grasped and held by the power of the union.

This is very unsatisfactory to the employer, but it is the logical sequence of conditions that the employer — not the employee — has created.

The most satisfactory way to meet these conditions is by paying your men according to the real work they perform rather than by the name of the occupation.

We must give our fellow workmen a comfortable shop, well lighted, well ventilated, warmed if necessary to a point comfortable to physical exertion. We must have well-kept lavatories and sanitary conveniences; in short, we must treat our men well. Why — because, like all other machines, he works best when in good condition.

This is not meant to be an unfeeling statement, but it expresses the lowest limit to which we should fit industrial conditions.

I personally feel that many of us often fail to appreciate the good in a man. I have often wondered if many a good man has not lost his position, not because something went wrong for which he was to blame, but because he was, in a sense, unfortunate, got in the wrong light, became the victim of circumstances, was not wholly to blame; but the department head, or head of the business, perhaps to show authority or for the sake of setting an example, let a good man go. I do not think this is right. I believe every man is entitled to a square deal and a careful analysis of the situation in which he appears to be the victim; he should be considered innocent until proven guilty. If he is careless and continually makes blunders, that is entirely different.

It is better to train a man than it is to "fire" him, if you have the material to work on; and the manager who is constantly discharging his help proves his own inefficiency more than theirs.

Advances in salary should be made on merit only, and, as nearly as possible, at the time when the merit manifests itself.

When one of your employees informs you that he will leave at the end of the week, and you feel that it is to take a position at a few dollars more a week, it is a poor time to propose a raise in salary. Even if your employee accepts it, he will consider that he forced a promotion which he had really deserved for several months, and he will figure that for the next promotion the thing to do is to "bluff" you. It will take only a few cases of this sort to create the impression that you are not paying your employees what they earn, and that the only way to get an advance is to use a club.

I believe that many men leave their positions because they do not feel that their efforts are appreciated. There is marked absence of a kind word, rather a willingness to let them drift along at the same rate of compensation until they ask for more or notify the house they have an opportunity of doing better. In many instances, rather than meet what is asked for, the employer is apt to lose a good man under these conditions, or perhaps the man himself has closed the arrangements with the other party and it is too late to retract.

It is difficult for a man to show what he can do unless the opportunity is offered him. There is latent power in every man, and if applied in the right direction is just the sort of thing that the average employer is looking for, so due care should be exercised before letting a man go, for it may take years to replace the very qualities he possesses, a fact which oftentimes becomes apparent when it is too late. It is another instance of locking the barn after the horse is stolen.

There should be an exchange of confidence between the employer and the employee. The business in which no such conditions exist is built on sand — there is nothing under it as a foundation.

When I walk through another man's shop, I like to see his people look up at him with a smile rather than appear not to know that he is passing. The man who goes out of his way to be pleasant with his business associates is building his business on a rock. We should make it a point to be frank and honest with our people at all times, and let them know by our acts that we appreciate their every effort, for we get what we give in this world, and in just about the same proportion as we give it.

It is a distinct mistake to try and keep everything from the heads of the departments. There is a lot of good energy wasted in preserving secrecy — inefficiency and secrecy go hand in hand. The office expects co-operation and this can not result without a degree of mutual confidence, therefore the relations can not be too close or too harmonious. There should be a stated time when all may get together on a somewhat social basis and look matters over from a broad viewpoint.

We get a great deal of satisfaction from the knowledge that we have one of the most loyal organizations anywhere to be found, and I say this without any fear of successful contradiction. Our work is made more pleasant and the feeling that goes with this knowledge can not be measured in dollars and cents. We can truthfully say that we have the respect of everyone connected with us; that we are loyal to each other in the fullest sense of the word; that everyone in the organization has a part in the success of the business, a fact which the office does not overlook.

The big man is not necessarily the man who appears to have the most to do. The head of the business who insists upon doing the work of the office boy is demoralizing the entire organization. He is not only making a little man of himself but he is minimizing the chances of success of everyone with whom he comes in contact. We pride ourselves on having an organization so put together that it virtually runs itself.

We try and recruit as many men as possible from our organization, and train the "climbers" to fit themselves to do the work of the men "higher up."

While I do not wish to impose my opinion as dictum, my remarks are based largely on personal experience, and, as Hubbard says: "The facts we get out of work have glue on them, while the facts we get out of books are greased."

The basis of any expression is, of course, largely personal, therefore I may be pardoned if I have drawn conclusions from a fruitful experience gained in our own organization.

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The Missouri Press Association at its Hannibal meeting voted to hold one of its two annual meeting at the School of Journalism of the University of Missouri, in Columbia, on Friday of Journalism Week. The plan was suggested by President E. L. Purcell in his annual address and unanimously approved by the association. "During Journalism Week at the University," said President Purcell, "a program is prepared that is of interest to every editor in Missouri. The leading newspaper men and newspaper women in the United States are in Columbia during this week. The metropolitan dailies as well as the leading magazines and weekly newspapers are represented on the program. The editors are given the opportunity of enjoying a program that it would be impossible for them to get anywhere else."

The Cost System

H. W. Meyer, of Milwaukee, Wis.

In order to suggest a remedy, the existence of an evil must first be recognized. In order to solve a problem, the problem must first be thoroughly studied out. It is gratifying to know that your association does recognize the existence of one of the most perplexing problems that has always confronted every manufacturer.

We must not forget that we are all manufacturers — we all use presses; most of us use typesetting machinery; we all use type, paper and other materials. We manufacture newspapers, periodicals, books, advertising literature, stationery and other similar articles. We must, therefore, incur an expenditure for maintenance and promotion, the same as any other manufacturer.

Up to this point there is little or no difference between the printer and publisher, and those engaged in other

H. W. J. Meyer, Milwaukee, Wis.

lines of manufacture. But do we use the same care exercised by other manufacturers in recording and analyzing our expenditures? Some of us may be able to answer this question in the affirmative, but, I am afraid, many more would prefer not to be questioned too closely in regard to this matter.

Why does such a condition exist? The printing business surely is just as important as any other business. In ten years it has advanced from seventh to sixth place among the manufacturing industries of the United States. It should advance step by step until it reaches the top. In this country there are, including newspapers, more than 27,000 printing establishments, representing an investment of about $400,000,000. I am sure that this unsatisfactory condition does not exist because printers and publishers are not as intellectual as other manufacturers. What, then, can be the reason? There are

only two reasons to which I can attribute this indifference in regard to the financial end of our establishments. We all know that Gutenberg had a hard struggle to finance his business, and that he finally failed. Have we inherited his methods of keeping records, or is it because we are printers and publishers, and not business men, that we have failed to realize our duty in this direction? Whatever may have been the cause of this unsatisfactory state of affairs, we know that such does exist — it is not imaginary. And it is up to us to find a remedy therefor — up to me and up to you, for concerted action alone can correct the evil.

How many are there who know the actual or even the approximate cost of operating their various departments? If you do not know, you should. The only way of gaining this knowledge is through the installation of a cost-system — a system which, when accurately and correctly kept, will furnish the true cost per hour in each of your various departments.

I will not go into detail to explain the method by which this information can be ascertained, but will merely try to impress upon you the necessity of installing a cost-system. It does not seem possible that an intelligent body of men, having an investment of about $400,000,000, should continue to do business without keeping accurate records of their transactions. We surely ought to be just as much interested in knowing that we have received good value for the money expended for labor, as for paper or other materials. We all believe in carefully checking merchandise bills, although the chances for error in them are not very great. Of how much more importance, then, is the checking of our pay-rolls, to insure us against any leaks or inefficiency therein.

The press builder knows his costs, so does the paper manufacturer — at any rate both seem to know when to increase their charges to the printer. It is only right that as their costs increase, their selling price should increase also. How does the printer without a cost system know when to increase the selling price of his product? How does the publisher of the newspaper or periodical know when to increase his advertising rates, if he does not know what it costs him to print and circulate his publications?

Gentlemen, there is no excuse for anybody — no matwhat the size of his establishment — to permit his business to drift on in such an unsystematic way. If you have but slight regard for your own interests, it is a duty you owe to your neighbor not to jeopardize his. If you care little or nothing about comfort, you ought not to prevent him from getting his share. I can readily understand how publishers of only one newspaper, or one periodical, and doing no outside work at all, might say that they do not need a cost system, for their books, if properly kept, would show at any time whether or not they were making or losing money. But their books would not give them all the information necessary; their books would not show them the efficiency or inefficiency of every individual department, as a cost system would. Unless daily time tickets, showing each workman's time and what was produced during that time, are accurately kept, he knows nothing about the efficiency of the several departments. Increased efficiency reduces the cost of production, and to reach the highest point of efficiency should be our constant aim.

There is no doubt whatever as to the advantage of a cost-system in any establishment. For instance: How is the man conducting both newspaper and job office — especially if the help employed on the paper also does job work — to know which department is yielding the greater returns? The paper itself may be a very profitable investment, but possibly the job department is consuming all the profits that the paper makes. To know just what he is doing, the proprietor should install a cost system, entering his newspaper upon his job records just as he would a job for any other customer. The newspaper is nothing more than a job in his printing office.

The newspaper as a commercial proposition is unique, inasmuch as the cost of the marketable commodity, the advertising space, is determined by the cost of production. What you may reasonably expect to get for it is regulated by the circulation. Nine out of ten publishers will give a lower space rate to foreign advertisers, mainly for the reason that the cost per inch is not definitely known and the offer of the agencies is accepted as the prevailing price. When you know the cost, if you want to continue the missionary work, you will at least know at what sacrifice it is being done.

Every printing office, although it may be paying large dividends, has enough leakage to make it worth while to install the best system ever devised. We may be doing a profitable business today, but conditions may change. The prices of materials are constantly changing; the price of labor has been rapidly advancing; the prices you asked for your advertising or commercial printing may have been adequate several years ago, but may be decidedly inadequate today.

I am sure we all want to be fair in our dealings with everyone — not only with our fellow craftsmen, but also with our patrons. Should we be accused of being unfair in business we would resent such an accusation. Everyone conducting a job office has, at some time or other, been told by some of his patrons that his price for the work done was too high. We may deny it — but what proof have we to offer? He may be in a better position to convince you that he is right, than you are to show him that he is wrong. He may have bought this same job a dozen times, from a dozen different printers, for less money. This is apparently very good evidence in his favor. What is your defense? You may say it cost you a certain amount — but without a cost system, how can you prove it? "Knowledge is power," and if you have absolute knowledge of the cost of the particular job in question, you can easily justify your charge.

My experience in connection with newspaper offices has been very limited. I have exchanged a year's subscription for a load of wood, have set type on a country paper, and pulled a hand-press — but my experience in conducting a job printing plant has been sufficient to know that the statements I have made are true and practicable — not mere theories.

The introduction of a cost system in a plant produces many surprises — most of which are unpleasant. After arriving at the cost per hour in the various departments, at the close of the first month you will almost be inclined to doubt the truth of the adage, "Figures won't lie." The second month you will be well-nigh positive that there is something wrong with the system; but when the records for the third and following months show practically the same results, you will have to admit that the cost system has given you valuable information unobtainable in any other way.

It will be necessary for the proprietor or manager to give the installation his personal attention, at least until he is convinced that the system is being properly operated; and then, in order to derive the full benefit of it, he must watch the results regularly, to make sure that conditions are satisfactory in all departments.

I feel certain that many will say that a cost-system may prove profitable in a large or medium-sized office, but

that his office is too small, or that his business is peculiar, and therefore would derive no benefit from it. If his conditions are peculiar, the reasons for keeping cost records are greater than if they were the same as in the average office. We all have peculiar conditions — and always will have. It might be surprising to know how much some of these peculiar conditions cost. The size of an office has, in my opinion, nothing to do with the advisability of installing a cost-system. The smallest office needs it just as much as the largest. It can no more afford to lose money on one job than the largest office can on ten. Besides, the time required to maintain a system in a smaller office is very much less than it would be in a larger one. It is easier to install; it is easier to get the co-operation of your employees. Install a simple but accurate system in a small office, and then add to it as the office increases in size or as more detailed information is required — and you will be more than gratified at the result.

The experience of those who have installed and maintained a cost-system until they were thoroughly familiar with it, has been to elaborate on it, and thereby obtain even a greater amount of valuable information. This is evidence that it must have been a source of much satisfaction, and that it has proved to be a thoroughly profitable investment.

Do not deceive yourselves by thinking that because you have a small office you can observe everything that is going on — that you can see every workman. Do not be too sure that everything is moving satisfactorily when you are out of the office. Your workman may be honest — probably is; but remember that the supply man is honest, also, but that you, or someone, is willing to put in as much time as is necessary to check up the goods received, check the price, and also the total amount of the bill. It is good, but we must go one step further. We must also check the cost of labor.

The items of expenditure necessary to fitly conduct a printing plant are so numerous and varied, that unless they are properly classified, and some definite plan followed to assure you that each job is bearing its just proportion, you cannot be certain that all these expenditures are covered in the price you are asking for your product.

While the installation of cost systems in printing offices in this country has made unusually rapid progress during the past three or four years, many employing printers have been keeping records and ascertaining the cost of production in their plants for more than fifteen years. Very few systems, however, were based on the same fundamental principles. In order to standardize the methods of ascertaining true costs, a cost congress was held in Chicago, October 19, 1909, where, after considerable discussion and deliberation, the following recommendations agreed upon by a committee were adopted:

"1. For the purpose of arriving at the cost of production of printing, we recommend that the standard unit of product shall be the hour in the several departments.

"2. That the standard hour cost shall be the gross cost, namely, labor plus all overhead expense, department and office.

"3. That the standard method of caring for the overhead expenses shall be to charge direct to each department all necessary items and to distribute office or general overhead expense on the basis of total department costs, including pay roll.

"4. That stock handling, storage and shipping shall be kept as a separate department or departments and may be included as an item of the general overhead to the end that same be included in gross cost of mechanical department.

"5. To cover cost of handling stock we suggest a minimum of ten per cent be added to the delivered price at the plant. Profit to be added to this amount.

"6. That the standard rate of depreciation on standard machines to be charged to cost of production shall be ten per cent annually of original purchase price.

"7. That the standard rate of depreciation on type to be charged to cost of production shall be twenty-five per cent per annum of its orginal cost.

"8. That the standard rate of depreciation on type stands, chases, stones, etc., to be charged to cost of production shall be ten per cent per annum of their original cost.

"9. That the standard rate to be charged off for bad debts shall be one per cent of volume of yearly sales.

"10. It is the judgment of your committee that in the operation of a printing plant to its average capacity, that a minimum profit is twenty-five per cent added to cost of production.

"12. That in cylinder presswork ink should be charged as a special item, and not included in the cost per hour of presswork.

"13. As a requisite for determining costs we endorse and deem necessary the use of an efficient loose-leaf inventory system."

At this same meeting a permanent commission, whose duty it was to prepare blanks, and devise a system based on these recommendations, was elected. The blanks were prepared and approved by a congress held one year later, and again at a third congress held a year ago. This system is now considered standard, and is called the Standard Cost Finding System. Copies of it may be obtained by sending to J. A. Morgan, chairman American Printers' Cost Commission, 115 E. South Water street, Chicago, or to the secretary of the United Typothetae of America at its headquarters in the Transportation building, Chicago. I would recommend this system to anyone ready to improve his present conditions by installing a cost system. It would be far more advisable to send for a sample set of these blanks than to try to devise new ones. If after you have examined them, you find they are not just what you want, you can readily make the changes and still have it standard. The fundamental principle upon which it is based, and not the particular blanks used, makes it standard.

I trust you will give this extremely important matter of cost finding your very serious consideration. I will not try to explain the detailed workings of a cost system now, but would like to mention a few items of cost which are very often overlooked by those not accustomed to keeping cost records.

When you make a price on your product, do you consider lost time, distribution of type, proof-reading, time required to O. K. forms? Do you take into consideration rollers, oil, repairs, rent, insurance, interest on capital, and surplus invested, and depreciation? What is your plant worth? Try to sell it, and you will soon learn its real value — it is not worth what you paid for it, but what you can get for it. This shows the need of considering "depreciation." Perhaps you will now realize why it is just as necessary to get a fair return for your product in the printing and publishing business, as it is in any other line of manufacture.

Let us all put in a cost system — the Standard Cost Finding System; it will give us the backbone necessary to demand the right prices for everything we have to sell. The printing business is improving — I believe that printers of today are more prosperous than they have ever been. I believe that the day when we considered

ourselves nothing but poor printers and publishers is forever past. The day when we accepted work at any price which might be offered us, will, I hope, also soon be forgotten. The printing and publishing business is a dignified business — let us maintain our own dignity. We have helped to make millions for others — through the columns of our publications and through our advertising literature. Are we not entitled to at least an equitable return on our own investment? We certainly are. And no fair-minded customer would object to pay us the prices we ask, provided that it is known that such prices are just, being based on costs which are actual and real.

Install a system whereby you can learn your actual costs — the cost per hour in every department of your plant. Influence and assist your neighbor to do the same. Add a fair profit to what you will then know to be actual costs. Do this, and you will see that the Standard Cost Finding System is a system whereby you can run your business systematically, satisfactorily and successfully.

*Address before Wisconsin Press Association and Twenty-sixth Annual Convention of the United Typothetae of America.

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The Father of the Man

By Henry P. Porter, Boston*

Your secretary can testify to the reluctance and abashment with which I finally consented, after repeated urging, to appear before this august body again this year. Because I had been active in the cost propaganda work which is now such a popular diversion with almost every new cost-finding recruit, I was willing, if need be, to appear before you in times past and plead, as best I could, for a saner and certainly safer method of printing business conduct—but as this cost finding gospel is now being preached North, South, East and West by so many people, and the cost crusade which has for its worthy object the conversion of the old-time "ordinary" printer into a reputable, profit-making, business-righteous printer, I had felt that I ought to be privileged to listen instead of talk; because those who are carrying on this necessary and excellent work are capable cost generals, whereas I am hardly a good private.

But your committee on program insisted with an insistance which I at last felt bound to respect and if you—my most patient auditors of the past—will be good enough to bear patiently with me once again, I promise that you shall have no further like injury inflicted upon you.

The selection of a subject worthy of being considered by this important body is indeed a grave matter. The time of you busy men and women, in convention here assembled, is valuable; and no one should lightly undertake the task of speaking before you. For that reason I have chosen a subject which I believe is indeed worthy of your best and most studious consideration. I approach it with many misgivings because I feel so utterly incompetent to treat it even approximately as it deserves.

Perhaps, also, I should not bring into the deliberations of these sessions a subject that many of you may consider foreign to this convention, but inasmuch as it has been considered in past U. T. A. conventions, and made the subject of discussion of various speakers I feel that perhaps I may, without impropriety, attempt a discussion of this subject, which I believe to be of transcendant importance.

Therefore, gentlemen, under the program caption of "The Father of the Man," will you please permit me to talk to you of this paper, for a few minutes, about an individual whom we all alternately curse and bless — the printing-shop boy.

Now, gentlemen, I am not going to attempt an academic exposition upon trade schools, vocational training, manual training, nor anything of the like; on the contrary I shall stick closely to the purely business side of this much-discussed question and try to clothe the unappreciated printing-shop boy with the dignity which of a right he should possess.

Neither do I approach this subject as an entire novice — I know mighty little about it, I quickly confess — but an intimate association for the past six or seven years with a group of loyal men well known to this Typothetae, who have been studying and daily putting into practice the result of their studies in my home city, has necessarily taught me a few things, and these things are not theories nor ideas, but concrete facts — facts often forced upon us against our individual beliefs.

The average boy entering the printing business is a misfit. The average grammar or high school graduate who undertakes trade instruction is a misfit. The system of education under which these boys are supposedly trained for future life progress is a misfit. And we, as employers — absolutely dependent upon our workers for our success and for the stability of our individual businesses — are, in our relation to the apprenticeship question, misfits.

Controvert this just as much as you like, gentlemen, this one fact is just as plain and true as the gospel of Jesus, namely, the average printing employer — usually a so-called "self-made man" — is little concerned with aught else in his plant outside of paper, ink, printing supplies, machinery and cash. "Self made men," are we? God save the mark! An industry in which at least two generations of employers meet at these conventions and yet, and yet, gentlemen, not until three short years ago and only after repeated calls and hammerings and warnings by some of the far-seeing prophets of our common business, from Franklin to Fell — or to be precise not until the First Cost Congress in this city of Chicago, in October, 1909, — did we "self-made men" become ashamed of our notorious unbusinesslike business methods and take up the study of the a, b, c's of decent business procedure — cost-finding — upon which all sane selling should always be based! Self made? If it hadn't been for the care and grace of God Almighty, who, according to common report, takes especial care of children and those unable to care for themselves, we would long ago have completed, as a try of printing so far beneath the respectful consideration of common business men that its rehabilitation, now so happily under way, would have been a practical impossi-class, our process of self manufacture by putting the indus-bility. And in this connection let me also say, and with all due humility, for I have been through the trials of printing-boyhood, that this same grace of the Infinite has made it possible for some of the boys entering the printing business every year to acquire sufficient skill, in some way or another, to eventually become a part of that valued class of our workers which are known as journeymen.

Now it does seem to me, gentlemen, that we ought to pause in our schemes and plans for a bigger organization, universal cost installation, cost standardization, etc., and consider, even though it take a full session of this convention, the highly important subject that has to do with the present and future human element daily entering our craft and upon whom in a few short years every one of us will

*Delivered before the Twenty-sixth Annual Convention of United Typothetae of America.

be dependent for the success of our various enterprises.

These conventions, and the many cost congresses being held all over the land, make us fully conscious of the fact that the printing industry is on the eve of a great advance; that we who participate today in its activities are forging for our children's plan of business conduct that they will do well to follow. Therefore let us not forget our junior workers, nor those who are to become junior workers in our craft, but rather let us endeavor earnestly and seriously to guide them aright.

Now I maintain, gentlemen, (and as a fellow member of this organization I feel you will not be offended in my saying it — although if an outsider did you would give him scant courtesy), I maintain that this Typothetae is not awake to the really terrible condition prevailing in our craft, nor to the almost universal indifference, be it said to our shame, that exists among us as a body in our relation to the younger element employed in the printing business.

Despite the noble work of Mr. Glossbrenner at Indianapolis in his relation as representative of this Typothetae at the Winona School (and also that of Mr. Rubovits in this same connection); despite the exceptionally fine school conducted by Mr. Donnelly at the Lakeside Press in this city; despite all the many interesting and able talks, addresses and papers delivered at our annual conventions upon this trite subject from the first by Dr. Dickey at Buffalo in 1906 under Mr. Ellis' direction to the last at Denver in 1911 by Mr. Climer, and including those four particularly forceful addresses at Washington in 1910 by Capt. Cushing, our worthy president, Mr. Blanchard, Mr. McFarland and Mr. Bookwalter, the members of this association, as well as the printers generally throughout the country are heedless of this grave issue.

I do not decry the interest manifested on the floor of these conventions by many of our good members nor forget the individual contributions, nor the U. T. A. contributions as a result of your vote for scholarships at the Winona School — what I am trying to get at is the lack of concerted action in a comprehensive and defined way, and the lack of personal concern by practically all of us as evidenced in our individual shops.

Am I wrong in making this assertion? As an active member of a Boston trade training committee for several years I have been through experiences, almost daily, affecting not only Boston's printing shops but those of other parts of the country as well and if I should attempt to tell you about these experiences you would indeed agree with me that I had used the two most proper English words when I said "terrible" and "indifference."

Do you want to know the chief reason for the high cost of living — and the high cost of printing? — for judging from the reports published in our Bulletin, the cost of printing today is grossly excessive. The tariff? Lack of natural supply? Shorter working hours? High wage cost? National wastefulness and the many other reasons given by the various so-called authorities? No! These all undoubtedly do contribute their share — but the fundamental reason, the reason which every high cost apologist seems to wilfully ignore, is the lack of boyhood training, the de-nationalization (if I may say it), of the nation's junior population through the lack of scientific and needful industrial education.

"De-nationalization?" Our Declaration of Independence says, "We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable rights, that among these are life, liberty, and the pursuit of happiness. That to secure these rights, governments are instituted among men, deriving their just powers from the consent of the governed. That whenever any form of government becomes destructive of these ends, it is the right of the people to alter or to abolish it, and to institute new government, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to effect their safety and happiness."

Does our present educational system guarantee to our boys — your children and mine — the "unalienable right" of liberty and the pursuit of happiness?

Get your own answer from the vital and educational statistics compiled and published by our government. Out of some nineteen or twenty million children of school age in the United States today some seventy-two per cent will leave school by the end of the sixth grade. Ninety-three per cent never get beyond the elementary classes of the grammar schools, only seven per cent entering the high schools, and but a small proportion of those entering are enabled to graduate therefrom.

Do you get the point? Nine out of every ten of the children of our glorious republic, with its wonderfully constructed school system, have absolutely no opportunity for practical training to fit them for their jobs in life, or in other words, while professedly created equal in birth are a few years thereafter practically made unequal in their pursuit of liberty and happiness, because of a government educational system which we have always believed to be almost divine.

Therefore, because of the insufficient training of three-quarters of our children in those practical things which would cause them to eventually become skilled producers, whether they produce products of the soil, ores of the mine, products of the shop, factory, mill or printing office even, this large yearly addition to an already too large and grossly uneconomic producing population has its direct effect in clogging the wheels of national progress — does not produce adequately for its own sustenance, overtaxes the producing capacity of that portion of our skilled producers who do produce economically, and thereby creates a consuming demand without a corresponding supply.

Now, gentlemen, let us examine this matter from the standpoint of our own industry; how does it vitally affect us printers and our business?

According to the latest census report, which places the combined industry of printing, newspapers and publishing as sixth among the classified industries of the United States, we have in this giant business a total enrollment of employees and employers of about 390,000. Let us assume, in order to be ultra conservative, that the average business life of each one of these 390,000 printing shop and office workers is thirty years. You will protest that this is altogether too high, that it is practically the life of a generation, that employees are coming and going all the time, the same as employers, and that it should be reduced materially. But despite this convincing reasoning suppose we let thirty years average business life remain for our present purpose — what results? A simple division of 30 into 390,000 shows that each year some 13,000 NEW people are entering our business. Ever think of that? Also, if we wish to deny vital statistics and deceive ourselves as to facts, let us assume that a full fifty per cent of those entering our industry every year, in one capacity or another, have received the proper educational training therefor. Does not the remaining fifty per cent — a total of 6,500 each and every year — indicate a serious inflowing danger to our trade? And if we continue to receive this below normal "minimum" of 6,500 each year, isn't it a certainty that printing costs are going up and again up during the coming years, due to inefficient manning of our work-rooms, machinery and business offices?

In the past six or seven years, the time in which I have been identified with the school of printing, conducted for the printers of Greater Boston, under the auspices of the Boston Typothetae Board of Trade, presided over by Mr. Finlay, I have personally interviewed possibly some 3,000 young men and boys who have sought admission to the printing business through our system of apprenticeship training, and I want to say to you in all truthfulness and soberness that if this large number of boys are representative of the boys applying for jobs in printing offices throughout the country (and in accordance with Boston's reputed educational standing these boys would not be less than the average) that fifty per cent, aye, seventy-five per cent, would be indeed conservative.

I have met scores of boys, bright looking, manly fellows, yes, boys of ambition; boys from the fifth and higher grades of the public schools; boys from the parochial and private schools; boys from the high schools and college even; boys that were the darlings of their parents; boys that had no parents, and boys that were supposed to be the so-called "black sheep" of their families, and the majority of all this assortment of America's young manhood were pronouncedly of that class who had been mal-educated.

Do you wonder, gentlemen, in view of these experiences, that this matter has struck very close to my heart and that I should have chosen, after reluctantly accepting the assignment, to make this subject of apprentices my topic for your consideration?

Do not think that I am oppressed with pessimism, on the contrary I am overflowing with optimism because the signs all about us portend that these things are going to be remedied and it is my chief concern today that this quarter century old Typothetae take leadership in the making of a new era for our loved country, our children and our business.

What remedy would I offer? Let us continue our study of this gravest of national and printing-craft problems.

The chaplain of Massachusetts' state prison, located in Charlestown, a part of Boston, undertook some time ago, with the warden's consent, to give trade instruction and information to the unfortunte inmates therein. To accomplish this purpose the prisoners of a particular trade were assembled in classes at stated times, and addresses were made or instruction given by various people whom the chaplain sought out and prevailed upon to visit the jail for this purpose.

I was asked to give the first talk to those prisoners who called themselves printers. Shall I ever forget it? Not because I was a novice at jail visiting; not because I looked into the faces of a large body of men who had, in one way or another, brought added disgrace to an industry which, according to common report, was a none too righteous one; but because they were practically all young men — young printers — and I saw therein another awful example to add to my chain of evidence against the great fault of our country and of this craft and which I have called "mal-education."

Another thing, can you name a philanthropic, supposedly philanthropic or semi-philanthropic institution in this country that does not have, or does not hope to have, a printing class or amateur printing department as a part of its so-called "activities"? Whenever a church, or a club, or a slum settlement, or a school, public, semi-public or private, a home for inebriates, a correctional institution, and every kind of polyglot organization you can think of get into their mind the idea that in the teaching of handicraft trades they can accomplish wonderful things — what is the first trade they begin their experiments with? The printing trade. "Everybody's doing it," the words of a slang song which seems to be so popular today, exactly describes this most unfortunate condition.

I will not deny the affirmation of some notable that "printing is the poor man's university" — but, if so, we as employing printers and our well-trained, efficient employees, should be enabled to exercise some kind of a trusteeship over this "university" so that those who seek to know the curriculum of our craft should be properly taught therein and made honorable acquisitions to our ranks and thereby prevent having turned loose upon us year after year a horde of mental and manual inefficients further weighting down a craft already overweighted with high cost problems.

I recall that I read somewhere, some time ago, that some wiseacre once said that "the future of America lies in its printing." We should make an acknowledgment to whoever it was that paid our industry such a fine compliment, but if there is any truth in the supposed fact that the future belongs to our children and to the admitted fact that the boy is father to the man, then indeed are we remiss and undeserving of this praise.

Why do I make this statement? Listen to what I am going to read, and ponder it well.

A few weeks ago I received a letter from our secretary's office, in response to one I had written to him, and in it Mr. Heath wrote as follows: "A canvass of our membership (that is, this Typothetae) a couple of years ago developed the fact that there was only an average of one-half a boy in the composing rooms of our members." Gentlemen, if "the boy is father of the man," in God's name what kind of a "man" will our future industry be with such an unnurtured "parent"?

Mr. Heath furthermore included in his letter a statement which I have heard over and over again, a statement usually given in defense by printers employing union help, as a reason why they cannot become physically interested in this apprenticeship question. Says Mr. Heath: "Union requirements will probably average one apprentice to eight journeymen, and a demand recently made in Vancouver allows only one apprentice for every nine journeymen. At this rate," continues Mr. Heath, "another generation will see the ranks of journeymen sadly depleted, unless some steps are taken to educate and prepare boys for work of this kind."

I am not unconscious of the general feeling prevailing that the unions identified with our craft (as it is also claimed of other crafts) do what they can to discourage apprentice instruction and endeavor in their contracts to limit the number of apprentices that shall be employed in the departments affected by their agreements. Also I am not wholly ignorant of printing craft union history, and am aware that this apprentice question has ever been a tender one with them; so much so that, as stated in a publication issued by the Johns Hopkins University, entitled "Apprenticeship in American Trade Unions," the desire to regulate the number of apprentices was the chief motive which started the movement toward the formation of the old National Typographical Society, and this original motive has been in evidence practically everywhere right down to today, as noted by Mr. Heath.

But we would be unjust if we should attempt to lay at the door of our unions all the blame for the conditions existing. My experiences, gentlemen, have largely coincided with the inference derived from Mr. Heath's letter, namely, that the employing printer, despite his righteous wrath at union apprentice limitation, does not even approximate the number of recognized apprentices permitted by his union contracts—a ratio Mr. Heath found of an average of one-half a boy to each printing shop.

You will note that I said "recognized apprentices" — to have a bunch of "boys," "kids," "cubs," "devils," or what not — chasing around our workrooms, doing the necessary boys work without prescribed training for future promotion, and with little hope or ambition of eventual craft mastery, is not my understanding, nor the union's understanding, of an apprentice. Herein do we see the larger share of that yearly undesirable stream that flows by the thousand into our business, and to which I have already referred. How they ever acquire sufficient knowledge to later claim the name of printer is more than I can guess. They are neither fish, fowl, nor even good red herring — they certainly were never trade-born but probably, like Topsy, "just growed."

In a paper entitled "Standardization," which it was my misfortunte to deliver at St. Louis in 1910, I said: "We may standardize the method of ascertaining printing costs; we may establish various standard cost units, processes of manufacture, etc., and we may also amalgamate all the various printers' local and general bodies into one large standard organization, but if we neglect a consideration of the human unit, the individual whose life pulsations make the printing industry possible, we shall have reared a fine house, furnished it with everything that signifies the highest type of civilization — only to have it tenanted by one who is a temperamental misfit."

Gentlemen, isn't it about time that we think — and then do something more than think — about this apprenticeship question?

What shall we do?

There's a story in last month's Outlook, entitled "Peter Crowther — Salesman," and in it the author causes the chief character, "Peter," to say among other things, anent the education necessary to be a salesman, "Education is teaching a fellow to work, or it's no good."

There is the key to the whole situation, gentlemen, and the quicker the people of this much blessed land of ours come to the realization that education should teach a fellow to work or it is no good, and change our system of training accordingly, the quicker will "young America" come into his rightful inheritance of "life, liberty and the pursuit of happiness" as contained in our Declaration of Independence, and the high cost of living be made lower; and what is true of us nationally is particularly true of us printers as an organized body seeking to protect, conserve and upbuild our industry. We have got to assume the responsibility of teaching our fellows to work, or our business ere long will be "no good."

In order that you might know something of what this responsibility is, I caused to be sent to each member of the U. T. A. (through the courtesy of our secretary) a copy of the last issue of the "Apprenticeship Bulletin" — a little monthly printed by the boys in our School of Printing at Boston. I hope you have all read it — if not, I hope you will read it later. It tells in a straightforward way, giving more or less particulars, about the experiences through which this small experimental school has gone, covering a period of about twelve years, and, in my humble judgment, offers to the printers of America certain fundamental and thoroughly tested ideas which have got to eventually prevail in all trade or industrial education.

In the first place, whatever this Typothetae may do in the future, it should not attempt to just make more printers — its duty is clearly that of making better — even the best — printers.

Second, to accomplish this result, the trade school plan arranged for a continuous given time or part time, so called, is an absolute necessity.

Third, we must revive the old-time indenture, guaranteeing to the applicant, if he proves himself mentally, physically and temperamentally fit, continuous occupation until he shall have fully mastered his trade.

Fourth, we must hunt for a better type of boy. Not that "higher grade, particularly fitted mentally to take up the work of a printer," which a late speaker before a body of printers in another city advocated, but good, normal, average boys that have the right basic material in them, even though they are not faultless in the three "R's," and come from the poorest families.

Fifth, we must hark back to the olden days when employers looked upon their apprentices as closely akin to them and practice an oversight in the training process that shall be much more than a perfunctory one.

And sixth, the things that we teach and the way that we shall teach them must be evolved from the best experience and in accordance with the ripest knowledge of the best men of this Typothetae. Most every speaker upon this subject of apprentice training usually worked out his own idea of the curriculum and declares what should be and what should not be taught to printing trade boys. I may have a few ideas along those lines myself, but I also hope I have the good sense to know that no individual's ideas can be dominant in this matter. It is too serious for practice of faddism. It requires the collective thought of every competent Typothetae member and most careful determinative judgment.

Now, gentlemen, I know that uppermost in your minds at this moment are two thoughts — first, that industrial education from the standpoint of prescribed curriculum, or vocational training of any kind, is something that should become a part of the work of our public schools in like manner to that advocated by many professional educators. To this I would answer that when the master printers of America permit a pedagogic system to train their junior workmen, instead of doing that work themselves, it will be indeed a sorry day for our craft. The schoolmaster will be a more essential factor under a scientific industrial training course than ever before — but his duty will be to give us boys who can think straight; think in numbers; think in drawing; think in color, and form, and proportion, together with the vitally essential training which enables the hand to give correct expression to the thought. Therein is the "manual training" which will fit boys for our distinctively manual trade.

The second thought I know you have is that already practical work is going forward in printing trade training in divers localities. For instance, our own Winona School, the Lakeside School, the Boston School and various private, semi-public and partially technical schools in different cities and localities with which some of our local Typothetae are perhaps identified more or less. While I cannot help but say "God bless the Winona School," and all the other legitimate efforts for making better printers, you know and I know that altogether they are but a drop in the bucket of necessity. And again, we have the question "what shall we do?"

Mr. President, and gentlemen, is it not clear what it is our duty to do? Is it not self-evident that here is a problem overshadowing every other problem that confronts our craft?

In my humble judgment this Typothetae should at this convention authorize the appointment of an Apprenticeship Committee from and the best men in our organization. That this committee should be instructed to make a most careful and comprehensive study of this question and as a result of this study outline a practical plan for the consideration of this Typothetae at its next convention. Furthermore, this committee should be permitted,

in fact I believe should be authorized, to draw upon our treasury for such sum or sums, not exceeding, say, two thousand dollars, as will be necessary for the prosecution of its study and labors.

I do not believe that the authorization of this money should in any way interfere with our obligations to the Winona School — the committee, if you appoint it, would have its own serious work to do in formulating a practical plan for grappling with and, if possible, remedying, at least in a measure, the condition which presents itself today.

Will you do it?

As I ask this question and anticipate the doubt, possibly existing in some of your minds, as to the necessity for such action, I am reminded of an expression in a recent issue of System: "Imagination is the motive power of business. Without the capacity to look into the future, to anticipate development and to see visions, the individual is merely a mechanical unit." Look back a moment and see how that applies to us.

For a long time the printing business had been suffering from a business leprosy and we were, as a class, a decidedly commercially unhealthy body. Many knew what our trouble was and some daring soul would occasionally arise and point it out, even suggesting various cost remedies for our use. But nothing very exciting happened until three Eastern boards of trade got together through a committee (similar to that suggested here), and with money to work with dug beneath the surface of things, investigated and studied and finally produced a result which began the making of our industry. The motive power of this committee was imagination, a vision of what the printing business would be if printers could be forced (yes, "forced" is the proper word) to apply cost finding principles to their daily work and become something more than traditional mechanical units.

You know the result. This Typothetae, quick to recognize the enormous value of their work to the printers of the country, soon created half of the original board of trade committee as a committee of its own for cost propaganda work; the germ spread everywhere, and today we have Typothetae and Ben Franklin Clubs multiplied, and Cost Congresses almost every other week. Did the time and money spent, and the business sacrifices of the members of that original committee, pay good dividends to the printers of this country and Canada?

Just so, gentlemen, have I a vision of what a like committee, properly backed up and financed, can do on a far more important issue today confronting our craft as it also confronts other crafts, for it is confronting other trades equally as it does our own, as you will quickly see by reading the report of the Committee on Industrial Education of the National Association of Manufacturers, submitted at their convention in New York last May.

Let us for once be leaders in what must eventually be a national movement. Let us put real significance into that present misconception that the printing business is the poor man's university — and make it a fact. While others are talking — and sleeping — let us be awake and doing!

In doing this we shall raise up the standard of our business, we will lay the foundations deep and solid for printing trade future progress, we will participate in the scientific education of our young printers, our children, our brother's children, our country's children — we will then, as printers, become something more than a trade force in commercial life — an education, thought-moulding and moral force in our national life, upbuilding the citizenship and manhood of our country.

The cry of this country, in every productive department and activity of life, is for men, trained men — well expressed in that three-verse poem entitled, "Give Us Men":

Give us men!
Men — from every rank,
Fresh and free and frank;
Men of thought and reading,
Men of light and leading,
Men of loyal breeding,
The nation's welfare speeding;
Men of faith and not of fiction.
Men of lofty aim in action;
Give us men — I say again,
Give us men!

Give us men!
Strong and stalwart ones;
Men whom highest hope inspires,
Men whom purest honor fires,
Men who trample self beneath them,
Men who make their country wreath them
As her noble sons,
Worthy of their sires;
Men who never shame their mothers,
Men who never fail their brothers,
True, however, false are others,
Give us men — I say again,
Give us men!

Give us men!
Men who, when the tempest gathers,
Grasp the standard of their fathers
In the thickest fight:
Men who strike for home and altar,
(Let the coward cringe and falter),
God defend the right!
True as truth though lorn and lonely,
Tender, as the brave are only;
Men who tread where saints have trod,
Men for country — home — and God:
Give us men! I say again — again —
Give us men!

Lincoln said, "It is a crime to make a counterfeit dollar, but it is ten times more of a crime to make a counterfeit man."

Gentlemen, "if the boy is father to the man," can't we best supply this man standard by the proper training and education of the boy?

I am only too conscious that the most which we can possibly do will be only a very little thing compared with what ought to be done — but let me leave as a parting thought what some wise man once said: "A little thing is a little thing, but faithfulness in little things is a very great thing."

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"Big Four" Papers Progressive

The "Big Four" papers of Bucks county, Pennsylvania, are experiencing a period of rapid progress. With the issues of August 22, it was found necessary, on account of the growing demands of advertisers for space, to double the size of the papers, making them eight pages of eight columns each, the largest newspapers in the county. These papers also carry more classified advertisements than are to be found in any other Bucks county paper. In about three months' time they have added all told nearly 400 new subscribers, all paid in advance for at least one year, several for a longer period.

Each of the "Big Four" papers is published in a separate town, each paper being the only publication in its respective town, although all of them are owned and edited by William J. Ellis, and printed at his main printing office, at Hulmeville, Pa.

In order to keep pace with the steady progress of events, Mr. Ellis found it necessary last December to install a linotype in his Hulmeville establishment, purchasing a No. 10 machine, said to have been the first machine of this pattern to be installed in the state of Pennsylvania.

The machine has given excellent service, being remarkably well adapted for the use of the country publisher.

In June last, Mr. Ellis established a printing plant in the handsome new four-story brick and concrete Stockham building, Morrisville, being one of the first tenants in what is probably Bucks county's first concrete office and business block. Morrisville, by the way, is named for its one-time resident, the patriotic Robert Morris, of Revolutionary fame, who financed the American government at the darkest period of the war, yet who went unrewarded by an ungrateful country, and was cast into prison owing to his inability later to meet his debts.

The "Big Four" papers are composed of the Delaware Valley Advance, of Hulmeville, founded in 1877, and which was purchased by Mr. Ellis in 1905; the Yardley Review, established in 1897, which came into his possession in 1907, and the Morrisville Monitor and the Langhorne Leader, both of which he inaugurated November 2, 1911.

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Closer Co-Operation, Contact and Understanding Needed Between Bosses and Men

A Pressman Reads a Copy of the National Printer-Journalist With an Interest That Elicits Some Valuable Thoughts Founded on Experiences

WHILE the National Printer-Journalist is very largely taken and read by proprietors, master printers, publishers and editors, it has much therein, each month, that is of value to all workers in the art and calling of printing, as well as in that of newspaper making. Many of our subscribers write that the paper is passed around to heads of departments and to foremen and workers who read the same with interest and much profit to the offices and to themselves.

The writer of the following letter, who is a pressman, evidently had not been given an opportunity, by the proprietor, to read the National Printer-Journalist, probably overlooked as not being directly interested in the topics principally treated upon therein, but accidentally stumbled on an opportunity and found in the paper much to awaken thought.

The incidents, as well as the thoughts presented by the writer of the letter, suggest the importance of what we have frequently urged, a closer touch, association, co-operation and understanding between workers and proprietors or managers:

Burlington, Vt., Sept. 8, 1912.

National Printer-Journalist, Chicago, Ill.

Gentlemen: With nothing to do one Sunday, I walked to the office and found there your Journal. I looked over it in a rather casual way. When I was about to lay it aside my eye caught sight of the article "Proving Efficiency," and I read it very thoroughly. I think it worth while reading not only by employers but by employees. It covers a whole lot of the necessities needed in the pressroom today. I was one of those good fellows at one time. I got to work early and worked late and never made a charge of overtime. I saw to it that any repairs were done after time and did them myself. I kept the presses in good order at all times, saw to it that belts were repaired after time. I got my pay for any lost time, but I kept track of it for a while. I lost one week in two years, my overtime for three months was four days for just looking after the above named classes of work. I also put in other time almost every day finishing a job that "had to be gotten out tonight" as quite frequently happens, and that kind of rush jobs came pretty thick at that time. One morning I was accused of being three minutes late. Now I get in on time and quit on time, and get paid for overtime. If the rollers need setting or resetting it is done during the eight hour day. You can rest assured that there are a lot of things undone that should be done. I am now working for my week's wages.

Before I go any further, I think I should say that I am a pressman. Now a pressman doesn't want to be bothered by anyone saying "How much longer will it be before you will get this running?" nor does he want the same thing said if an overlay should slip, when he stops to fix it. The Lord knows he has enough to think of without that; he is getting on just as fast as he can under the conditions, just as your article says. Now I had a form of sixteen pages with twelve vignettes in it; they were all from two to three points above type-high, with nothing with which to make them lower, although I had made repeated recommendations for a type-high planer. The answer had always been, "When we get a little richer we will have one." This is one of the faults of long make-readys, and a sure cure to any pressroom that would buy one. I have seen a great many pressmen working under these conditions, and it is as Mr. Baker said. You can't blame pressmen for those leaks. If he suggested this, the employer would think he wanted to see him spending his money. Now I said above that I could do many things in a print shop. I will say that I have erected two makes of cylinder presses, and know them from the floor up. I will also say that this letterhead was designed and set by myself and I don't touch a composing stick once a year. It only goes to show that any pressman or compositor can be "progressive" if his employer is also. A raise in pay doesn't hurt; it pays. Promises are good, but the road to Heaven is paved with good intentions.

I don't want to have you think that I am not looking after the pressroom, as I am; but it is done when other work should be done. I think just as much of the presses as I would my own body, and both need care to do the required work. I am not where I know it all; I am still young at the business. I am going to take a course in our school this winter which shows that I don't know it all yet, that I am willing to take a tip from others, and am willing to be progressive if there is such a thing.

As this is my first attempt at writing such an article, I would like to have you be a little lenient with me on its wording, etc. Perhaps I did not confine myself to the real thing, but you may be able to get my meaning, as I have expressed myself in a way that most pressmen would like to, but don't dare. I will sign my name but trust that you will leave it off for more reasons than one. Trusting that you will have more of such writings for us to read in the future.

X. Y. Z.

(The hint to employers in the above letter, given in the words of the writer, will prove of great value in almost all offices if heeded and acted upon. There is a wonderful saving in having all necessary tools and equipment in an office, and to have all the machinery kept in order and ready for work. It pays a hundredfold. It is economy, if necessary, to pay double time for such work instead of keeping the presses and the workers idle while waiting for the fixing of machinery or belts. Such delays cannot be rightly charged up against the jobs.—Ed.)

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E. L. Purcell, in his annual address as president of the Missouri Press Association at its Hannibal meeting, said: "There is an institution in Missouri which I believe merits the support of every editor in Missouri, especially the members of the Missouri Press Association. I refer to the School of Journalism at the State University under the management of Dean Walter Williams, a past-president of this association. The work that is being accomplished by this department of our State University can not in value be overestimated. It is equipping young men and young women to go out into the world with a thorough practical knowledge of what an editor should be and the high moral lines on which a newspaper should be conducted, and at the same time giving them a thorough business knowledge of the workings of the front office, which is so essential to the success of a newspaper. I believe we as an association should use our columns in the interest of a good appropriation from the next legislature to keep the School of Journalism on the high plane that it now enjoys."

EDITORIAL NOTES AND POINTS

Retires After Forty-Seven Years as Editor and Publisher of the Fairbault, Minn., Republican

FOR many years Mr. A. W. McKinstry has been an interesting personage among the members of the Minnesota Editorial Association. He joined the organization upon its formation in 1867, and during forty-five years has missed attendance upon only one convention and his absence was then occasioned by illness. He has lived to see all of the sixty-seven original members, except three, besides himself, pass away, and of these three only one, Mr. Irving Todd, of Hastings, remains in the newspaper business.

Mr. McKinstry has now sold the Fairbault Republican to Mr. Walter M. West, a graduate of the Minnesota State University and a son of Prof. Willis M. West, who was formerly superintendent of Faribault public schools, and stands high in educational circles. It is mentioned as a pleasant coincidence that Mr. West, the new editor and proprietor, is the grandson of Hon. R. A. Mott, who, away back in the fifties, was editor and proprietor of the Faribault Herald, the projenitor of the Republican.

The paper goes back into the family, and into the hands of a university man, which latter fact suggests the change as to the educational equipment of newspaper men that is becoming encouragingly more frequent of late years, though in the very early days, printers were men of scholastic training. Mr. McKinstry purchased the Faribault Republican in 1865, and had been the editor and proprietor for forty-seven years, when, on September 4, he bade goodby to the subscribers and patrons and turned over the paper to his worthy successor.

He had, for over forty years, as assistant editor and business manager, Mr. Charles D. McKellip, a man of genial personality, able and loyal, who died December 8, 1906.

The parting words of Editor McKinstry, in the September 4 issue of the Republican, contain many items of historic interest and show the many wonderful changes that have come about since he traveled from Massachusetts to western New York, to enter a printing office as an apprentice, in 1844.

The following extracts from the story will be found profitably entertaining:

My connection with the printing business dates from June, 1844, when I left the farm homestead of my birth in the village, now city, of Chicopee, Mass., for Fredonia, N. Y., where an elder brother was publishing a newspaper. The journey, made partly by railroad and partly by packet on the Erie canal, with one day of staging, occupied about five days, and is now easily made in twelve hours. In Fredonia I entered as an apprentice in the printing office of my brother, in which I served four years. Upon graduating, I worked a short time as a journeyman in the office of Weed & Parsons, of the Albany Journal, and then went to Boston, where I spent the winter of 1850 in the book printing office of Thurston and Torrey.

Having received an offer of a partnership from my brother, I returned to Fredonia and became associated with him in the publication of the Fredonia Censor. The paper is one of the oldest in the state, having been established in 1821. One fact of especial interest in connection with my career may be mentioned. To the Fredonia Censor, while under the management of W. McKinstry & Bro., may be ascribed the credit of having introduced the first country cylinder press. A reward of $1,000 had been offered by a New York printers' supply company to any person who would invent a cylinder press that would supply the need of country newspapers for a press that could be afforded, at a price not to exceed $1,000. Joel G. Northrup, an ingenious mechanic of Syracuse, N. Y., invented such a press and took it to New York to demonstrate its claims to the firm who offered the prize, but unfortunately was a few days later than the limit set, and it was not paid. The second press that he manufactured was purchased for the Fredonia Censor and served several years, till succeeded by an improved machine.

The Censor is also to be associated with having purchased the first machine for addressing newspapers to subscribers, which was invented by Rev. Robert Dick, of Buffalo, N. Y. Mr. Dick's first visit on starting out to sell his machine chanced to be to our office.

A memory of the Censor office is the interesting personality of Horace Greeley, who was at times my brother's over-night guest en route to visit his parents, who lived on a farm some fifty miles south of Fredonia. He always made a plunge for our exchanges, which he read with avidity. He usually had newspapers stuffed in the side pockets of his white overcoat.

It is only for me to say that I have labored faithfully and conscientiously to subserve the interests of my readers and patrons, as well as of the people at large. It has been my aim to make the paper true to principle, uplifting in its influence and safely to be introduced in the family circle. No more pleasant words come to our ear in daily associations with our readers than those which we frequently hear when a subscriber comes in to pay his annual subscription: "We can not do without the Republican."

One memory of the office is of a slender, white-headed boy who for a time served me as "roller boy" for the press, thus contributing to the slender resources of his widowed mother. The boy now lives in the memory of a grateful nation as Lieutenant Commander William B. Cushing, the destroyer of the Albemarle.

Memory goes back to another boy who served for a time in the Faribault Republican, who has attained to high standing in the Episcopal church as Bishop Millspaugh of Kansas.

In leaving the journalistic field, it is a satisfaction to have lived at a time of such wonderful changes and marvellous development as have been witnessed during

the period of our service. To have recorded all of these wonderful changes as they have occurred has been a privilege.

Mr. McKinstry was a delegate from Minnesota to the National Editorial Association at New Orleans in 1885 and took part in the organization. He is a man of high ideals and highest honor and has commanded the confidence, respect and esteem of the members of his calling wherever known.

He has fully carried out what he declares to have been his aim "to make the paper true to principle, uplifting in its influence and safely to be introduced in the family circle." The services that he has rendered to the new and growing city of Faribault, and to the county of Rice, in his untiring efforts for the advancement of all moral, religious, educational, industrial, commercial and agricultural interests and all worthy social organizations, and elemosynary and humanitarian undertakings; rural improvement and beautifying, can never be fully estimated.

He has done the work of the faithful, conscientious editor of a first class, loyal, home paper. It is a matter of congratulation that some of the great and useful men of the country like Commander William R. Cushing and Bishop Millspaugh of Kansas, have graduated from the office of the Faribault Republican, under his direct supervision. Two of Mr. McKinstry's nephews are prominent New York editors: Senator Louis McKinstry of Fredonia, publishes the paper on which his uncle, William McKinstry, learned the printers' trade under the present owner's father and, afterwards, became part owner—the Fredonia Censor, established in 1821.

It is hardly necessary here to make or to enforce any points as to how great are the opportunities coming to the editor of a home paper, as indicated by the life of Editor McKinstry, for far reaching usefulness and the winning a permanent place of well deserved gratitude and friendship in the hearts and memories of his people and of their children and descendants through the oncoming years.

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High purpose and worthy, uplifting, soul-stirring ideals of duty, opportunity and service are the supreme requisites for a worthy and successful newspaper worker, editor or publisher. Possessing these, all other requisites will be compelled, won or added thereunto.

Ideals lend vigor, awaken all the faculties and sympathies, give perseverance, industry, hope and faith. Ideals are enduring as well as inspiring; lead ever forward to better attainments and greater fitness and upward into higher light, and nobler sentiment and endeavor. They give life and joy and win the hearts of men. They inspire, sustain and overcome or prevail.

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The News of Williamsport, Pa., has the right ideas of newspaper service. In its issue of August 31 a splendid showing is made of the city's industries and commerce as well as of good newspaper doctrine and practice.

The following paragraphs set forth the aims of a worthy press and afford good examples of what the right kind of a newspaper is constantly publishing and promoting:

With this issue of the Williamsport News there is presented to its readers a comprehensive summary of what the city is doing industrially. That Williamsport is growing is known generally to its alert and wide-awake citizens, but just how it is growing few are able to state definitely.

The News endeavors to inform not only the residents of this city and its environments, but also the outside world of commerce and industry just how Williamsport is getting along. Many of the plants whose advertisements are set forth in this issue are leaders of their kind in the country and their products go to all the civilized portions of the globe.

The spirit of the "Get Together" dinners held by the board of trade last winter was a commendable one and instilled in the minds of the wage earner some idea of the greatness of his city, but many pessimists were brought from cover by these means and they felt that the city was not making the progress it deserved.

Stalwart and forceful men of affairs have given their time and money, in many cases gratuitously, for the betterment of this community.

It was an "Industrial Progress Edition" in ten full, seven-column pages and twenty, four-column pages in magazine form, thoroughly illustrated with halftones of public buildings, churches, schools, homes and factories.

The growth and possibilities, advantages and opportunities of Williamsport are well told and pictured. Such editions are ever to be commended.

Every issue of a newspaper should be, in a broad sense, an industrial and commercial progress edition but these special efforts are necessary to make the proper impression, awaken interest and to give a comprehensive view of attainments and possibilities.

The publisher of such a paper never lacks for entertaining material and has no need for the sensational playing-up of every little offense or offender, or the running of greater crimes, with sickening details and illustrations, in the form of continued stories. It is up to the worthy editor of a modern newspaper to find stories of human interest in things that pertain to general and individual welfare, that promote and make for prosperity, better and happier conditions, for improvement, enlightenment and all good. The editor today who depends on the record of crimes, or of ill-natured or vulgar gossip, to give interest to his pages and to secure readers, shows ignorance, indolence or immoral tastes or tendencies.

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Southern Orchards and Farms is an enterprising and useful publication of Houston, Tex. A copy has recently reached our desk that evidences progressiveness and enterprise. It has recently been strengthened and broadened by the merger into the publication of the Texas Farm Journal.

J. W. Canado, the editor, writes, under recent date, to the editor of this paper: "We note with much interest what you say about your trip to Texas. You would find many changes since that time in all parts of the coast country." We presume this is in reference to a trip in 1896, when at an East Coast Improvement Convention. We urged systematic and scientific development of farms to show what could be accomplished.

Agriculture has had a wonderful growth in Texas, since that time, with most profitable results and a great deal of credit is due to the agricultural press, as well as to the newspapers that have heartily and intelligently co-operated in the work of the farm paper. The greater the improvement the greater will be found the field of usefulness for such publications as is Southern Orchards and Farms.

* * *

A Twenty-Fifth Anniversary

On August 30 the Leader-Republican of Gloversville and Johnstown, N. Y., celebrated its twenty-fifth anniversary and entered upon its twenty-sixth year with a splendid seven-column, sixteen-page daily paper, equipped with a battery of five linotypes, a gigantic straight line Goss perfecting press, abundance of type and other machinery and equipments, all housed in a splendid four-story brick building.

The growth of the paper is strikingly indicated by illustrations of the little machine shop in which it was first cradled and by the little drum cylinder press on which it was first printed, contrasted with the splendid new home and the great perfecting press. The illustrated story of the paper, with a description of the home and plant, is enchantingly entertaining, practically instructive and greatly inspiring. Wonders have truly been wrought in newspaper-making and printing within the last twenty-five years.

The paper, like ninety out of every hundred newspapers, has a splendid job printing plant. Printing and newspaper making go hand in hand by natural alliance and by reason of the facilities afforded for production and mutual promotion.

The story of the Leader-Republican's labors, growth, etc., occupies more space in this issue than the whole size of the paper twenty-five years ago and, besides showing halftone portraits of William B. Collins, president and manager; Albert H. Oaksword, secretary and superintendent; Frank L. Rogers, treasurer and Johnstown manager; Chauncey W. Brockway, editor-in-chief; Ray A. Mowers, city editor; Robert C. Hascall, telegraph editor; Earl O. Stowitts, Johnstown, city editor; Edward H. Mills, advertising manager; Gus Beach, chief reporter; Earl R. Shafter, collector, and Walter E. McLain, foreman of the composing-room, there are two group pictures showing the editorial business and mechanical force and last, but not least in the successful circulation of a paper, the newspaper carriers and news boys.

We make this enumeration to indicate that there is a perfect organization, and that no one is forgotten or slighted. They are all useful, active members of the Leader-Republican family of co-workers and each is important in his department of work.

We have frequently had occasion to dwell upon the importance of having each worker on a newspaper or in a printing office to feel that he is a part of the establishment with full recognition on the part of the management. The editor rightly says in the leading editorial of this issue:

> The life-history of the Leader-Republican, so ably detailed in the local pages of this issue, is one which the management feels justified in believing to be of more than passing interest not only to itself, but to the reading public of Fulton county at large, the people who are ever pleasurably concerned in the march of local progress.
>
> Unlike the babe who is "born with a silver spoon in its mouth," the Leader-Republican came into the world in the garret of a machine shop, environed about as humbly as one may imagine. The elements which have attended and promoted the success of the paper have been hard work, energy, honest, earnest, persistent effort and the spirit of progressiveness. If the people of the community wanted a daily newspaper at all, they wanted a good one, a paper of potential force, a helpful, wholesome instrumentality for good, moral, social, industrial and political; and step by step the honest ambition of the publishers has been to meet that legitimate demand. Today there is reason to be gratified with the retrospect. That the efforts put forth have been fully and most generously appreciated, there is reason to believe.

There is a whole volume of newspaper wisdom in all this, a practical sermon, also, founded on truth and the righteousness of useful, loyal service which is true religion, the religion of helpfulness to all and each. The people owe a newspaper nothing except what it earns. A newspaper should never bemoan itself, as an object of charity or as accepting alms or gratuities. "Hard work, energy and honesty, earnest, persistent effort will win respect and success."

* * *

The Devil's Lake Journal issued another of its great numbers, on September 6. To us it is a wonder for a city of only a little over five thousand population. The wonder may be greater because we remember the little village, only six weeks old, that we visited in 1883, but there is a reason. It is found in the richness of the country and in the enterprise of the publisher and of the people whom he serves.

There is also another reason in the constant preachment of the newspaper and efforts of the people for improvement. The Journal calls its special issue "The Fall Trade Edition," and it is a good name, holding a very valuable idea. The very name would seem to tend to promote trade.

The publisher makes prominent a statement as to this edition that contains the following:

No city the size of Devil's Lake in the country ever published a more enterprising issue than today's Journal. Thirty pages of publicity, including a number of very interesting articles by prominent Devils Lake people, several thousand inches of business announcements, tell a story which the Journal has published and expounded time and again — that the business men of this city compose the soundest, sanest men ever assembled in a community. The Journal has always maintained a staunch confidence in Devils Lake business men. Today's issue of the Journal demonstrates once more that the business men have an unshakeable confidence in the Journal. A year ago a Fall Trade Edition was issued, which established a precedent. Today's issue eclipses that in every way. The increase in the paper only reflects the strides that have been made in every line in Devils Lake during the past twelve months. . . .

Besides arousing a keen interest in fall buying, the Fall Trade Edition goes farther — it reflects the business conditions, which were never so prosperous.

One point to be noted here is that if you have entire confidence in the business men of your city, they will have confidence in you and your paper. This is a world of reciprocity, of reciprocating forces. Enterprise fosters enterprise, faith begets faith.

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The Kankakee, Ill., Daily Republican, when the opportunity occurs for local service to its city and county, never does things by halves. It devoted some thirty columns of its issue of August 28 to the opening of the Kankakee Interstate Fair on September second, using in illustrations, twelve large half tones. A newspaper can never do too much for its community and should ever be up to, in accord with, and leading in, all affairs of interest. Keeping abreast of the prevailing interest and spirit of the times and of special occasions, is what makes a special issue of a paper justifiable and profitable.

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In the meantime know what your paper costs and what space must net you, to cover cost and a reasonable profit. Educate your advertisers to the fact that space in the paper is what is sold and that the advertiser should, in all fairness and justice, pay what it costs to fill the space.

If you rented out a store, the merchant would not expect you to put in and attractively arrange the goods so as to bring business without pay. The practice of making no separate charge for ad composition is very old but the installing of the cost-finding system has shown its folly and unfairness. In some cases, the composition is a small item but in other cases the composition costs more than is received for the advertisement. The space is equally valuable in every case.

The old custom is unfair to advertisers in that all pay alike while one gets ten times more work done in composition than does the other. The fact is that by making an average charge to cover both space and composition, one man largely pays for setting the other man's ad, or what is much worse, and very often occurs, the publisher does not get a cent for the space occupied by the advertisement, having paid more than the advertising charges for the setting up of the advertisement.

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The Milford, Ill., Herald, by Eugene L'Hote, is a very attractive paper of twelve pages with a great abundance of local news, personals, neighborhood news and miscellany. The editor knows the virtue of brevity but recognizes a story that will be of continued interest to readers.

He has found that all the people are ever interested in the travels of the editor in all parts of his own country. He found the recent trip through South Dakota, as did scores of others, interesting and informing and has continued the story of the trip through many weeks and only completed it with a six columns of matter in his issue of August 29, using excellent illustrations of interesting scenes and places visited.

Editor Hotaling of Mapleton, Minn., ran his story through his paper and then issued the same in pamphlet form.

H. L. Hoard has also given a most interesting and instructive account of the trip in his Jefferson County Union at Ft. Atkinson, which we have read, as we have the other accounts, with real pleasure. The editors who visited South Dakota had their eyes open and were able to appreciate all that was shown. The result is that South Dakota has received in the aggregate thousands of columns of the very best and most valuable advertising. It all goes to show that the editors know what their readers like next to local news, accounts of travel by the editor of their home paper.

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The Southwest Printers' Cost Congress will hold its third annual meeting at Muskogee, Okla., November 8 and 9. This congress is composed of Oklahoma, Kansas and parts of Texas, Missouri and Arkansas. The first meeting was held in Wichita, last year's meeting at Oklahoma City, and the 1912 meeting promises to be the best of all at Muskogee, the wonder city of the Southwest, which has grown from an Indian village to a metropolitan city of forty thousand in less than ten years.

Many of the most prominent cost enthusiasts of the country are expected to attend. The social part of the meeting, which is in charge of the Muskogee Ben Franklin Club, will include automobile ride, street car ride, banquet, luncheons, etc., and will be entirely free for all visitors. This club is arranging to publish a souvenir program which will be distributed in advance of the meeting to raise funds for the entertainment.

The officers of the Southwest Printers' Cost Congress are G. M. Booth, Wichita, president; Harry V. Bowman, Muskogee, vice-president; Mrs. F. D. Harmon, Leavenworth, secretary; O. P. Melroy, Joplin, treasurer.

Dave L. Guyette, Muskogee, is secretary of the general committee on arrangements for the meeting.

Told in Pictures

Interesting Things to See in Cincinnati

CINCINNATI, as our readers scarcely need to be reminded, is in many ways a most interesting city. It is historic, and is the one city of the West that is directly connected in name and settlement with the Revolutionary patriots, who had left their plows, their rural occupations, like Cincinnatus of the ancient Roman republic, to fight the battles for their country.

When the war was over and liberty established, they returned to their farms and formed a society to perpetuate the memories and struggles, like that of the later Grand Army of the Republic, and called it the Cincinnati.

A colony of Revolutionary officers and men was formed for settlement of Ohio, and they naturally named one of the cities to be after their patriotic organization. There are here matters of historic as well as of material interest. For many years the city of Cincinnati was known as the "Queen City of the West." "The Star of Empire" has passed so far to the westward that a new designation would seem necessary, but the city is nevertheless queenly in wealth and population, and in an endowment of all the arts and industries. Music has always held a prominent place in Cincinnati, and the sessions of the second Ohio Printers' Cost Congress are to be held in the great music hall, the pride of the city for over a quarter of a century, and the members will be entertained by music on the great pipe organ that is famed throughout the land.

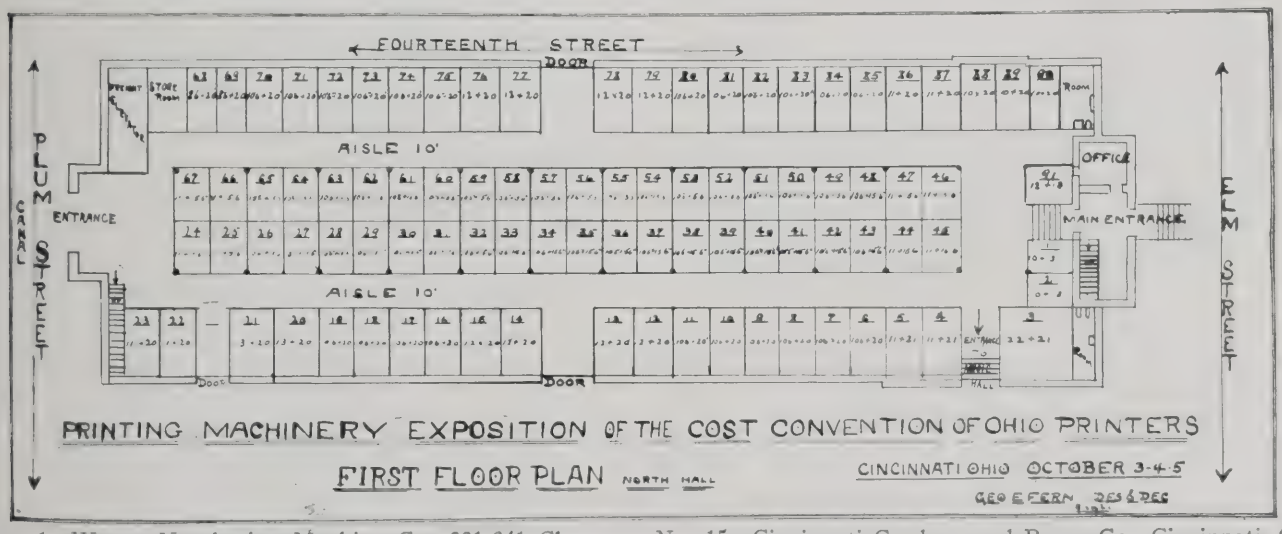
Harmony, through intelligent understanding and association, is what is now sought in the great modern art of printing, and music, which consists of harmony of expression, of sweet sounds, is not inappropriately associated with the "art preservative."

Music Hall will seat 4,000 people, and, while designed for musical entertainments, is none the less adapted to all assemblies or conventions. The acoustics are almost perfect, so that there will be no difficulty in hearing, and the seating is with comfortable, upholstered orchestra chairs, with abundance of room and with rests for the feet. Everything is admirable for the comfort of all.

In 1886 we presided over the convention of the National Editorial Association in this hall, when twenty-six states were represented, and a recent visit, with C. Lee Downey, secretary of the executive committee, confirmed all the pleasant recollections, so that what we write is founded on experience in the past, confirmed by recent observation.

But the auditorium is not all that makes the building ideal for the cost congress, for adjoining thereto is the great Machinery Hall, through which entrance will be had to the sessions of the congress. It is to be entirely given over to the great exposition of printers' machinery and devices, paper, printing inks and other supplies. It will be the largest exposition of all that pertains to the production of printed matter ever held in the United States. The display will aggregate over a hundred thousand dollars.

For the convenience of the attendants and honorable recognition of the enterprise of the exhibitors, we give the arrangement of the exhibition hall—necessarily in very much reduced form—with names of the exhibitors, so far as reported, indicating their positions by figures before each designation of name or firm:



No. 1—Wetter Numbering Machine Co., 331-341 Classon Ave., Brooklyn, N. Y.
No. 2—Golding Mfg. Co., Franklin, Mass.
No. 3—Mergenthaler Linotype Co., 1100 S. Wabash Ave., Chicago, Ill.
No. 4—Printing Machinery Co., Cincinnati, O.
No. 5—F. P. Rosback Co., Benton Harbor, Mich.
No. 6—Rapid Electrotype Co., Cincinnati, O.
No. 8—Latham Machinery Co., 306 S. Canal St., Chicago, Ill.
No. 9—Lanston Monotype Machine Co., Philadelphia, Pa.
No. 11—Queen City Printing Ink Co., Cincinnati, O.
No. 12—Seybold Machine Co., Dayton, O.
No. 13—Dexter Folder Co., 200 Fifth Ave., New York City.
No. 14—Autopress Co., 299 Broadway, New York City.
No. 15—Cincinnati Cordage and Paper Co., Cincinnati, O.
No. 16—Globe-Wernicke Co., Cincinnati, O.
No. 24—Burroughs Adding Machine Co., Cincinnati, O.
No. 25—Crocker Wheeler Co., Amphere, N. J.
No. 26—Omaha Folding Machine Co., Omaha, Neb.
No. 27—C. F. Anderson & Co., 324 Clark St., Chicago, Ill.
No. 28—A. F. Wanner & Co., 431 S. Dearborn St., Chicago, Ill.
No. 29—The Sidney Folder Co., Sidney, O.
No. 30—Miller Saw Trimmer Co., Alma, Mich.
No. 31—A. W. Hall & Co., 501 Dearborn St., Chicago, Ill.
No. 32—John Thompson Press Co., 263 Broadway, New York City.
No. 33—Miehle Printing Press & Mfg. Co., Chicago, Ill.
No. 34—Miehle Printing Press & Mfg. Co., Chicago, Ill.
No. 35—Uprightgrain Printing Base Co., 709-711 S. Dearborn St., Chicago, Ill.

No. 36—Methodist Book Concern, Cincinnati, O.
No. 37—Methodist Book Concern, Cincinnati, O.
No. 38—Star Tool Mfg. Co. (one-half), Springfield, O.
No. 38—J. A. Richards Co. (one-half), Albion, Mich.
No. 39—Bingham & Richards Mfg. Co., Cincinnati, O.
No. 40—Cleveland Folding Machine Co., Cleveland, O.
No. 41—Challenge Machinery Co., Grand Haven, Mich.
No. 42—Challenge Machinery Co., Grand Haven, Mich.
No. 43—American Type Founders Co., Cincinnati, O.
No. 44—American Type Founders Co., Cincinnati, O.
No. 45—American Type Founders Co., Cincinnati, O.
No. 46—Automatic Pressfeeder Co., 316 Dearborn St., Chicago, Ill.
No. 47—Thos. E. Kennedy & Co., Cincinnati, O.
No. 48—Thos. E. Kennedy & Co., Cincinnati, O.
No. 49—Barnhardt Bros. & Spindler, Chicago, Ill.
No. 50—Champion Coated Paper Co., Hamilton, O.
No. 51—Champion Coated Paper Co., Hamilton, O.
No. 52—Standard Paper Co., Cincinnati, O.
No. 53—Samuel C. Tatum Co., Cincinnati, O.
No. 54—Keystone Printing Co., Philadelphia, Pa.
No. 55—Keystone Printing Co., Philadelphia, Pa.
No. 56—Keystone Printing Co., Philadelphia, Pa.
No. 57—American High Speed Press Co., New York City.
No. 58—American Book Co., Cincinnati, O.
No. 59—A. G. Burton's Son, Chicago, Ill.
No. 60—American Steel Chase Co., 27 Beekman St. (one-half), New York City.
No. 60—E. L. Megill, 60 Duane St. (one-half), New York City.
No. 61—Eclipse Folding Machine Co., Sidney, O.
No. 62—Stuebing Automatic Machine Co., Cincinnati, O.
No. 65—Dalton Adding Machine Co. (one-half), Cincinnati, O.
No. 66—Cowan Truck Co., Holyoke, Mass.
No. 67—Central Ohio Paper Co., Columbus, O.
No. 68—Printer Trade News.
No. 69—National Printer-Journalist, Chicago, Ill.
No. 70—Inland Printer, Chicago, Ill.
No. 71—American Printer.
No. 72—Master Printer.
No. 73—Art Exhibit.
No. 74—Art Exhibit.
No. 75—Art Exhibit.
No. 76—Diem & Wing Paper Co., Cincinnati, O.
No. 77—Ault & Wiborg Co., Cincinnati, O.
No. 78—Whitaker Paper Co., Cincinnati, O.
No. 79—Whitaker Paper Co., Cincinnati, O.
No. 80—Hammermil Paper Co., Erie, Pa.
No. 83—The Henry Disston's Sons Co. (one-half), Cincinnati, O.
No. 84—J. L. Morrison & Co. (one-half Kennedy's space).
No. 85—Beckett Paper Co., Hamilton, O.
No. 86—Cincinnati Process Engraving Co. (one-half), Cincinnati, O.
No. 87—Ohio Knife Co. (one-half), Cincinnati, O.
No. 88—Chatfield & Woods Co., Cincinnati, O.
No. 89—Chatfield & Woods Co., Cincinnati, O.
No. 91—Coes Wrench Co., Worcester, Mass.

Besides what has been mentioned, there is a dining-room, in which meals will be served to members during the congress; smoking, committee and rest rooms.

As indicated, there are many things worth seeing in Cincinnati, and it will pay the members to stay over a day to see the sights.

There are many points of historical interest about Cincinnati that may be seen and appreciated by those interested in the early history. The building at 21 East Eighth avenue, in which T. Buchanan Reed wrote "Sheridan's Ride," is still standing.

At Third street, east of Broadway, will be found a monument, marking the site of Fort Washington, which was destroyed in 1808. This marks the first settlement in Cincinnati.

The Lane Theological seminary is located on Gilbert avenue, and in these buildings Harriet Beecher Stowe wrote "Uncle Tom's Cabin."

The Cincinnati Natural History Museum on Broadway will be found very complete.

The Lloyd Museum on Court street is unique for the character of its literature.

Tyler Davidson Fountain—Located on Fifth avenue, between Vine and Walnut streets. This fountain was presented to the city by Henry Probasco. It was designed

by August Von Krehling and cast by Ferdinand Von Muller, trustee of the Royal Bronze foundry of Bavaria. The cost of the fountain was over $200,000.

City Hall—Is constructed of granite and Amherst stone. It is 332x203 feet, with an area of 67,396 feet. The tower is 32 feet square and 250 feet high. It was con-

structed at a cost of $2,000,000. Can be reached by Warsaw avenue or Sedamsville cars.

A Scene in the Zoo—Cincinnati's Zoological Gardens are noted throughout the world. They are recognized as being the finest in America, and have been visited by all

travelers of note who came to this country. The gardens are open the year round, and here can be seen animals of

all descriptions, birds, reptiles, etc. Can be reached by many car lines, but the most direct is the Mt. Auburn-Zoo

University of Cincinnati—Is the only university in the United States municipally owned and conducted as part of the public school system. Graduate school, school of

liberal arts, college of teachers, college of engineering, college of medicine and co-operative engineering course. Can be reached by Clifton-Elm cars.

Art Museum—Contains one of the most valuable col-

lections in the United States. Art academy in connection. Can be reached by Zoo-Eden cars.

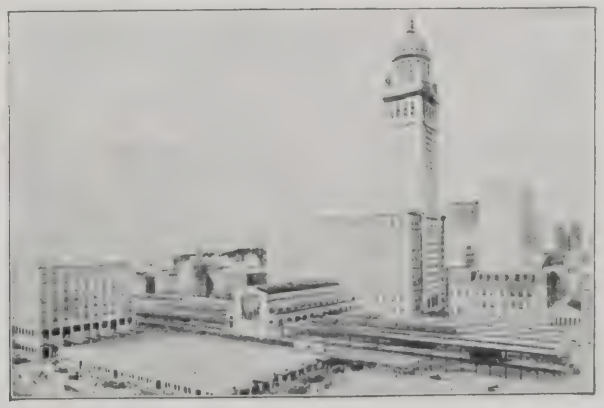
Scene on the Ohio River—Many travelers have pronounced the scenery along the Ohio river, in the vicinity

of Cincinnati, far more beautiful than the famous scenery of the Rhine.

Suspension Bridge—Is the largest in America except Brooklyn bridge. It connects Cincinnati with the cities of Newport and Covington, which have a combined popu-

lation of 150,000. It can be crossed by boarding any Covington car.

New Union Depot—The picture shows the proposed new union station. A franchise was granted to a Union Construction company on January 1, of this year, who have outlined plans calling for the expenditure of thirty



million dollars in a union depot station and terminal facilities.

The papers have just announced that this matter is

now in the hands of J. Pierpont Morgan & Co., and active work will begin in a very short time.

Union Central Building—The picture shows the Union Central building, which will be completed at Fourth and Vine streets. This building is now in course of construc-

tion, and when finished will be 34 stories high. It will be the tallest building in the world, outside of New York City.

A visit to the offices of the Cincinnati Commercial association, Carew building, Fifth and Vine streets, will be rewarded with full statistical information concerning Cincinnati's commercial life.

CHICAGO PRINTING CRAFTS ASSOCIATION

One of the important organizations of Chicago for mutual improvement and the advancement of the calling of printing is that of the Chicago Printing Crafts Association. The members are the superintendents and foremen of Chicago printing offices. The September meeting was held the seventeenth. Several addresses were delivered, among others, the following by Editor A. H. McQuilken of the Inland Printer:

Mr. Chairman and Gentlemen of the Printing House Craftsmen:

I am proud of the honor of addressing you this evening. Chicago is the greatest printing trade center in this country if the postoffice statistics are to be taken as proof of that fact. And upon the printing house craftsmen devolves the task of making the printing trade mechanically efficient.

It is a just cause of pride to any man, therefore, to be invited to speak before you, representing as you do the leading craftsmen in the most important industry in the most important city on the American continent.

Upon each one of you lies the responsibility of a department — upon many of you lies the responsibility of many departments. Some of you are foremen and some of you are superintendents. To fill such positions entails special knowledge not only of the mechanical details of one department but of all the related departments. This is true whether you are superintendent or foreman. But it is not sufficient that you shall be an expert craftsman. It is much more important that you shall fill your position.

The first requisite to filling your position is to have a very clear and definite idea of your duty to yourself. As a craftsman I would conceive that my duty to myself demands that I should expand my influence — not contract it. If I regard the department over which I have supervision as the boundary of my interest and activities, I fail in my duty to myself. But if I regard that department as but an integer of the producing power of the house, my range of vision takes in all the possibilities, conditions, efficiency and equipments of the allied departments, and I bend my energies to make my department enmesh so perfectly with them in order that the work of the house shall become — as far as lies within my power — rythmic in celerity and smoothness of operation.

Superior efficiency in one department too often means galling deficiency in another. If the engraving department economizes by holding back halftones or etching until it has accumulated enough for a good batch to be put through at one time, it effects a saving that shows to the credit of that department. But if that saving causes delay in the composing room, pressroom, bindery, delivery, and getting the money for the work into the hands of the cashier, the well-meant economy becomes extravagance. The foreman of that department has not gauged his duty to himself. This recalls to me the economy of the Irishman — who, seeking to make his blanket a little longer, cut a piece off the bottom and sewed it to the top. But he then found he had made the blanket shorter — he had forgotten the overlap.

Take my illustration from the top of the house, where the engraving plant is usually located. This false economy is often practiced by every department according to its ability to hold up its own end regardless of other departments.

"If the fleas had been unanimous they would have pulled me out of bed," Charles Lamb complained. The application is obvious.

The foreman is the man to the fore to receive work. To see that it is in proper shape for transmission to the operators. To marshal the forces under his charge so that the greatest possible efficiency in production shall be obtained.

Discipline, therefore, logically demands that he shall be supreme in his department. Absolute non-interference with the operators for whom he is responsible, must be observed.

The selection of the operative force for his department must be in his hands exclusively. Upon his judgment must rest the disagreeable duty of discharging the insubordinate or incompetent. While recognizing the importance of a firm stand in this regard toward the operators and toward the employer — it must not be forgotten that just as there must be co-operation between the departments — so must there be co-operation between the employer and the foreman. No man is so great that he can afford to refuse counsel. No man is so great that he can afford to refuse to listen to a complaint or a criticism. But no man is so small that he can afford to accept responsibility for any accomplishment, when its processes are subject to interference outside of his control.

But supposing a department is sub-divided. Take the proofroom as an example. If the proofroom is under the foreman's control, he must extend the principle to that department that he extracts from his employer. The head proofreader must be supreme in that department to engage his help and to discharge his help. The foreman can discharge him if he is inefficient or his department is

inefficient, but the operation of that department must be controlled through one channel — the head proofreader.

And so with all departments. This procedure functions the departments — centralizing and fixing authority and responsibility.

The average employing printer recognizes that a contented, competent, adequately paid operative force whose welfare he is interested in, will reflect that interest by cheerful, loyal service. But it occasionally happens that foremen, oppressed by the sense of their responsibility, become over-zealous, misinterpret the wishes of the employer and consciously or unconsciously misinterpret his attitude toward the working force. It is fair to say that in such cases the employer is as much to blame as the foreman when he is so misrepresented — for he himself engaged his representative. On a principle of reciprocation if a foreman does not reflect the spirit of the employer toward the force under his charge, he will certainly misinterpret the spirit of the operative force toward the employer. The misunderstanding or the mischief always works both ways.

To be entirely loyal to the employer and entirely loyal to the working force under his control, may seem to many a foreman an impossible situation. The possibility or impossibility depends upon the point of view — whether the situation is regarded subjectively or objectively.

Actuated subjectively, a foreman will become adhesive to a course of action which may seem to him the easiest and the most immediately advantageous to himself.

Actuated objectively, a foreman will consider his duty judicially, and recognizing his responsibility will hold the balance true, demanding the full service from every employee, and just and equitable treatment of all employees. He will not say to the men: "The boss says I must do so and so,— and I have to do it." Nor will he say to the employer: "The men won't stand for this or for that." He himself must fill his place, and control his force and control his employer when necessary. And it is not necessary to be arbitrary or czar-like to fill this obligation.

Employing printers for the past few years have been studying the problems of costs. Costs are made up from material and time. Time is the most elusive element to fix definitely.

I had the privilege a number of years ago to hear Mr. George H. Benedict address a meeting of photo engravers, proving to them that every minimum cut they manufactured on a fixed minimum charge basis, cost them at least a dollar for the privilege of doing the work. I do not recollect the exact figures, but Mr. Benedict made his illustration graphic by bringing with him a quart of silver dollars and ringing these down upon a table before him as counters to show the amounts the photo engravers generously gave as a donation to their customers under their system of charges. The ring of the big silver dollars drove his argument home. There was a responsive echo from every pocket.

The employer is buying time, and expects to sell that time at a profit; he must sell it at a profit or abandon business. He engages a bookkeeper to look after his accounts, and a cashier to look after his receipts of cash and his expenditures of cash. He engages a foreman to look after his time. If the cashier pays out more money than the face of the bill calls for, his cash will not balance; if he pays out less than the face of the bill calls for, his cash will not balance, and the creditors will kick. The significance of the adage "Time is Money" is seldom fully understood.

Applying Mr. Benedict's illustration in a modified way: I presume that some of you know what a beer check is. If, instead of having the beer check stamped with a figure "5" it was stamped with the figures and letters "10 minutes," and the employer handed to each employee on Monday morning sufficient of these checks to represent the equivalent of the working minutes for the ensuing week, and he furnished each worker with receptacles in which to deposit these checks, he would be putting the accounting of each employee, in a physical sense, on a basis similar to that on which he placed his cashier.

Supposing these receptacles for the collection of the minute checks were to bear the legend "CHARGEABLE TIME," "DISTRIBUTION," "WAITING TIME," etc., and at the end of the week an employee had some checks left over. He would have some difficulty in explaining how it happened. If he had no checks to put in the last day or so, he would no doubt find some way of concealing that fact. But the employer's prospects depend very largely upon the accurate time accounting of his employees. This is more important to have than the accuracy of the bookkeepers's work or the cashier's work.

I do not think that any machine can be invented, any scheme devised that will meet all the requirements of accurate time-keeping, unless the employees appreciate their responsibility in accurately filling out whatever record sheets are furnished them to provide the house with the necessary data upon which to base their charges for work.

Operators are disposed to lump their time — guess at it. This is noticeably true in stone work. The stone men in many large plants have a schedule for composing and locking up forms,— so much for two-page, so much for four-page, so much for eight-page, and so on, and their schedule is based upon the maximum, not the minimum time. If such a condition is extended to other departments in a printing establishment, the cashier might throw away his books and keep a receiving bag and a disbursing bag, and when either one got empty, he could replenish it from the bag that still had coin left in it, until the bottom was reached in both receptacles.

The foreman is responsible for the material. The foreman is responsible for the time. It is for him to impress upon his subordinates their responsibility to themselves, their responsibility to him and their responsibility to give a just reckoning of the time with which they are entrusted.

When the pay envelope is received if there is a dollar or two over the recipient will apprehend that a mistake has been made and will carry it to the cashier for rectification, if honesty prompts him to do so, for he will have a clear perception that this money is not his and that he has received it by a mistake. If he has received a dollar or two short of his just dues, he will demand that the deficiency be made good. His honesty to himself requires this.

So, if the operator follows the lesson driven home to him by whatever methods the ingenuity of his foreman can devise, that "Time is Money," he will render a just reckoning of the minutes and hours committed to his care.

These are the responsibilities of the foreman as I see it — the foreman who fills the position — who is stalwart in his integrity — a steadfast support to his employer — and a faithful guide to greater development — greater achievement — better conditions — and better pay to those who have the privilege of working under his supervision.

Efficiency is the big brother of Cost Accounting — Cost Accounting simply keeps track of what Efficiency does.

You are the generals-in-chief of efficiency. On your reading of the trade papers, and other craft literature you base your investigation and selection of what is necessary to the mechanical equipment. On your self-control — your objectivity — judicial selection and treatment of your operative force — rests the success or failure of the business. You are the men who do the work. You are the Printing Trade — the Printing Art — the art preservative of all arts.

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D. M. Shirley Dies

One of the sad and startling events during the convention of the United Typothetae of America in Chicago, was the sudden death of W. M. Shirley, of the Chicago Typothetae, and a member of the Publicity Committee; the head of the Shirley Press of Chicago, and a highly esteemed member of the craft. The death was reported to the convention and the following resolution of sympathy was adopted:

Whereas, The convention has just learned with great sorrow that it has pleased the inscrutable Providence to remove from our midst an earnest worker and brilliant and generous fellow-member of the Typothetae in the person of Mr. W. M. Shirley, chairman of the Publicity Committee of the convention, who departed this life this afternoon. Therefore, be it

Resolved, That the sympathy of this convention be extended to his bereaved family and the printers of Chicago who have been so stricken by this sudden death.

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CHICAGO, OCTOBER 1912

The leading articles in this month's issue have much to do with efficiency in printing office management. There is not one of these articles but that contains hundreds of dollars in value to any owner of a printing office, no matter how large or how small the plant may be. Each should be carefully read by employers and workmen. The secret of success today is in systematic management, in the stopping of leaks, and in the saving of time and expenditure. The workers are just as much interested in these matters of system, orderly and convenient arrangement, in proper appliances and intelligent, systematic accomplishment as are the proprietors. These make work easier, more pleasant and more effective.

Workers must be paid from the earnings of the business and the greater the earnings the more sure and constant the employment, and in the end there will be remuneration. Systematic, well directed, effective work is less tiresome, less wearing on the body and nerves and more joyous, up-building and strengthening than is haphazard effort. The old idea that efficiency results in working men out of their jobs has long since been exploded. Improved machinery and appliances has increased printing a hundred fold, yet the demand has more than kept pace with the supply and printers are more numerous, better paid, and have pleasanter employment than ever before in the history of the art.

While efficiency with all that tends thereto is a blessing to the workers, it is a matter of business life, of profit and a competence to the employers. Master printers must keep up with the better methods or go broke. A little careful study of this issue of the National Printer-Journalist will help all who take the time for such study and then set about applying the knowledge so obtained, out of the ruts and put them on the highway of success.

We have had occasion heretofore to quote Benjamin Franklin's favorite Scripture text: "Seeth thou a man diligent in his business? He shall stand before kings; he shall not stand before mean men." Franklin strikingly illustrated the truth contained in the text. But diligence without knowledge avails very little.

No man ever made greater efforts for improvement or studied more persistently for improvement and worked with others to the same end. With this in view, he organized the Leather Apron, a library association, and wrote and worked for industrial education.

Printing is an intellectual employment and the intellectually lazy have no rightful place therein. Diligence is the opposite of negligence and signifies watchfulness, devotion and painstaking for the best accomplishment of what is undertaken, careful attention as well as perseverance and earnest, intelligent application, and all this spells efficiency, worthy accomplishment and success.

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"The Father of the Man," by Henry P. Porter, of Boston, Mass., appearing on pages 683-687 of this issue, merits and should receive careful reading. The conditions stated and matters presented therein deserve careful consideration by every right, serious-minded man, and no other kind of a man deserves to be engaged in the responsible calling of printer, publisher or newspaper maker. Only those who have a care for their calling and for the boys or apprentices that are to be educated, trained and employed therein, deserve or can expect worthy success.

The Great Teacher declared the rule of regard for the rights and well-being of others as the foundation principle of life. He coupled the seeking of this kingdom of harmony, good will, good deeds — of a love that is kind — with the promise of the addition of all things necessary. It may have taken the people of the old world a long time to learn the substantial philosophy of all these principles of mutual regard, care, association, fellowship, reciprocity and co-operation, but these truths have come, of late years, to be recognized as applying to all business, and to relations of life. He who best serves others — be these others employers or employes, buyers or sellers, competitors or associates — best and most wisely serves himself. The greater the dependence, the greater the obligation.

The lack of proper selection, care for the training of the beginners in the printing art, and in newspaper making and publishing as well, has been one of the greatest sources of loss, and of the retarding of progress and highest and most worthy accomplishment. Schools of typography and journalism, rightly conducted, will prove a great help, but no

master printer or newspaper maker should shirk or be unmindful of his obligations. No one but that should realize that his own best interests are directly at stake, and that whatever is injurious to the calling, must affect unfavorably every member thereof.

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Woodworth's Practical Maxims

From "More Work Through Publicity" Department

Brevity is the soul of advertising — SOMETIMES.

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Opportunity, somehow, appears to avoid the man or woman who sits down to wait for her — whether she has knocked on the door of him or her — or otherwise. This elusive lady seems to prefer to be sought after.

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The printer or publisher who is too modest to blow his own horn (TOOT-TOOT) will soon find that modesty has no face value in business affairs.

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The work that was done in the grain fields of yesteryear will not harvest this year's crop. The advertising you did a year ago will not do the work you want done TO-DAY.

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A printer or publisher seldom loses anything by allowing his customers to retain "a guid conceit" of themselves. But he may lose both their trade and their friendship if he attempts to correct what he THINKS their mistaken estimates of their own importance.

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If a printer — or a publisher — or any other merchant — can prepare advertisements that will beyond question increase his business, the bugbear of unfavorable criticism need not "faze" him. It is not to be expected that professional ad-writers will be pleased with work done by men who are amateurs, or whom they are pleased to regard as such.

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ALMOST ANY kind of advertising is — in the field of the ordinary printer and publisher — better than NO advertising. But why not try to have THE BEST? There is a wide difference between good advertising and bad advertising (and O, my brothers, keep thine eyes skinned for the GOOD-BAD!); and, where the same medium is used for both, the good is not necessarily the more expensive.

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The advertisement — be it newspaper ad, or booklet, or blotter, or circular, or whatever — that bears evidence of straining for effect is handicapped in its mission of attracting the public.

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The beginner in a printing or publishing office who starts as an errand boy or porter and "evolutes" into a member of the firm is NOT the employee who does nothing except what he is told to do.

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The printer or publisher who does not push his business is very likely to be pushed out of business.

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The employee who takes no interest in his employer's business except in the matter of salary is NOT on the highway to promotion.

YES, you can tell your "prospective," as the salesman calls him or her — (but why use such a word?) — that there IS a possibility of advertising's being overdone, BUT it is NOT in that direction that the real danger lies. The average merchant is entirely too prone to advertise too little rather than too much.

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A good customer may be lost by a bad joke — or even by a GOOD joke!

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A customer in your print-shop is (or SHOULD BE) worth two in that of your rival.

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Anything that can only be sold by deception were better left UNSOLD.

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Ferdinand Wesel, Deceased

Mr. Ferdinand Wesel, for the past thirty-two years head of the business of the F. Wesel Manufacturing Company, died on September 20, at Hoechst on the Main, Germany, where he, accompanied by his wife, was visiting. The cablegram announcing his death came as a sad blow to the members of his family, and to the officials of the company, many of whom had been associated with Mr. Wesel continuously since the early years of the business.

Mr. Wesel had spent the entire summer in Europe. It was characteristic of him that, while his trip abroad was primarily a vacation and enjoyed to the fullest extent as such, he found time to transact a great deal of business on behalf of his company, and to enjoy this phase of the tour quite as much as the time passed in purely social pleasures.

Ferdinand Wesel was born in Frankfurt on the Main, in 1846. With the thoroughness that is typical of German national endeavor in every field, he learned the trade of printing machinery machinist. In 1866 he came to this country and applied his expert knowledge and skill in various shops, entering the employ of R. Hoe & Co., in 1868. Placed in charge of one of the most important manufacturing departments, he continued with this firm for twelve years.

In 1880 he established the firm of F. Wesel & Co., beginning in a very small way, the business that has steadily developed to its present large proportions.

During the first twelve years the growth of the firm was so rapid that it successively occupied four different locations in lower Manhattan, the changes in each case being due to necessity for increased floor space.

In 1892 radical steps became necessary to provide both for present needs and future expansion, and Mr. Wesel displayed his characteristic foresight in securing the old Twenty-third Regiment armory at Cranberry and Henry streets, Brooklyn.

This was remodeled and made the nucleus about which the present splendidly efficient plant was built.

The personal history of the man is one of wholesome devotion to his family, and concentrated, persistent and highly efficient endeavor to promote his business. How successful he has been is a matter of general knowledge in the printing and allied trades.

In practically every printing, engraving and electrotyping shop and newspaper office in the land the name of Wesel is associated with qualities in machinery and equipment that do credit to the character of the man. Thoroughness, dependability, painstaking accuracy, honest efficiency — these were the characteristics he succeeded in indelibly impressing upon the things he made and did.

Composing Room Expediency

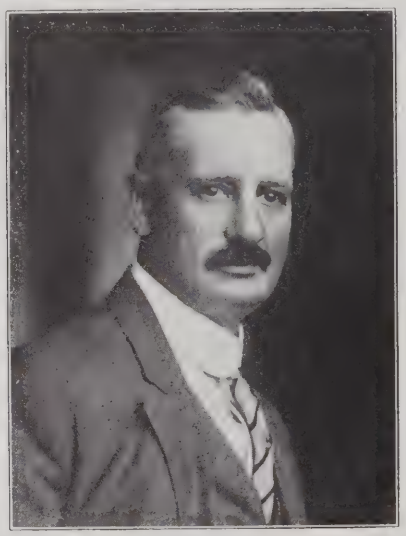
By A. E. Southworth, Chicago

EFFICIENCY, as applied to the composing room, was given little or no consideration previous to the introduction of cost systems. The average employer looked upon this department as a losing proposition and a necessary evil.

The cost system has shown us, by a comparison of figures, a wide variation in cost, and the necessity of both increasing the price of composition and reducing its cost, by introducing better working conditions, which is efficiency pure and simple.

The subject is one of constant study, and the exchange of ideas among master printers is most essential, for he who learns by experience alone finds a dear teacher.

The confidence of youth is expressed in the story of an urchin in school who became so busily engaged with his slate that he was unconscious of the fact that the teacher had stepped up behind him, until she asked: "What are you doing, Johnny?" The boy replied, "I'm



A E Southworth, Chicago

drawing a picture of God." "Why, Johnny, the very idea! You cannot do that." "Yes, I am, teacher, drawing a picture of God." "But, Johnny," the teacher replied, "no one can do that, for people do not know how God looks." "Well," the youth answered, "they will when I gets done drawin' dis picture."

Though with less confidence of success than this boy, I am going to introduce to you a few pictures that I have prepared, which will tell you what I know of composing room conditions, with the hope that some of them will prove of value to you.

First we will consider arrangement. Stepping into a print shop on a visit a few months ago, I found the entire glass front of the building given over to the executive offices of a weekly newspaper and job plant, one-half editorial, the other half business, while the manufacturing department was handicapped, having only a poor north light. I said newspaper and job plant; it should be a job and newspaper plant, carrying the newspaper as a job to find out the exact cost of production.

On the tour of inspection I found a magazine linotype machine in front of one of the windows, and the operator stationed on the dark side of it; galley rack and proof press near by, but not conveniently arranged; a line of old-fashioned, dilapidated wood-top stands, placed back to back and against the wall; make-up stones side by side, necessitating a great deal of lost time stepping from one to the other during the process of making up the paper; a job stone convenient to the Gordons, and one table to accommodate both the pony cylinder and job presses; a paper cutter and small table, and a wire stitching machine (there was no provision for waste from the cutting machine other than a burlap bag); the newspaper press and stock located in the basement, and the forms were carried down the stairs.

I told the manager he was working under difficulties which he should remedy. His reply was that probably I could spend four or five thousand dollars on the plant and modernize it. With a few exceptions the plant was modern, but very poorly arranged, and I made these suggestions: That he cut his overhead one-half by dividing half of his building front for offices, building a partition and a railing; move the typesetting machine forward to a better side light, with galley rack within easy reach; replace the old stands with modern ones, with lead and slug racks and banks, and arrange them so that the workmen would not interfere with each other by drawing all cases from the rear, and allowing open alleys to save extra steps; place the make-up stones directly opposite each other, so that all the forms could be reached by simply turning around; leaving the pony and jobbers alone, space is gained for a large table, convenient to the pony; construct a larger table for the paper cutter, with a chute underneath to carry the waste to the basement, and construct a dummy to carry the forms to the basement.

Outside the modern stands, which were absolutely essential, a carpenter could make all the needed alterations, at an entire cost of less than $300, including the stands.

This is by no means an aggravated case; many are working under inferior conditions where a little thought would save as many dollars monthly.

Each office has its own problem, and the varied space allotted demands special measures to secure the best results.

Study the conditions and set each piece of furniture in deference to its importance. Have the proof press centrally located. Have every slide, galley rack and bank numbered, and have the compositor, in depositing a job, place that number upon his proof — eliminating the necessity of a "still hunt" for forms.

Some say efficiency means getting the most out of the material at hand. In other words, if you have work for a saw-trimmer, but have a miter box, use the miter box.

Do farmers cradle their wheat?

If you will go over your bills for the year past and note the amounts you have paid engravers, electrotypers and foundrymen, for mortising, trimming and routing, and find that these bills are more than the interest invested in a trimmer, it will more than pay you to install one. It is a valuable machine, even in small offices, and if a ticket record is kept on its services, the rapidity with which it will pay for itself is surprising.

Special furniture is an investment that often produces large returns.

How many steps and minutes does a lock-up man lose in the average office in the makeup of a thirty-two-page form? A rack is manufactured that places leads, slugs, metal and wood furniture, and reglets, of all lengths, within easy reach without taking a step, at a price that will pay back the entire investment in less than six months' time.

Efficiency is getting the greatest product at the least expense — and any equipment that reduces the cost of labor is a wise investment.

The compositor of ordinary talent can do the work of an artist if properly instructed.

Several years ago, when working at the case, I heard an employer address an employee and ask him what he was doing there. The man replied, "Thinking." The employer said, "Go to work. I can do all the thinking necessary around here."

Your employees should think, of course, but many think faster than others and produce even better results. In other words, there is a "star" man in the greatest demand in every composing room. Take the best man you have and use him as a master mind for all your workmen. Let him lay out to picas all original jobs before they are given out. The result will not only be a saving of time, but a better and more uniform style will be maintained. I am going to show you how I would use this talent:

Here is a layout sheet (Fig. 1), 12 by 16 inches, which allows for layouts up to 8 by 10½ inches in size, covering the ordinary run of work. The center is divided into even pica squares numbered from one to forty-eight picas across, and one to sixty-three picas down the sheet, the outside corner lines are marginal lines of ¼, ½, ¾, 1, 1¼ and 1½ inches. Place these sheets in the hands of your best man — call him the layout man. With a little practice he can save hours of time by increasing the capacity of less proficient workmen.

The type layout for the "job" or "ad" is always started pica 1. At a glance, without measurement, the compositor knows the measure he is to set. There is no chance of error. The number is before him, as will be better explained by the layout (Fig. 2). The marginal lines at the bottom are illustrated on another sheet.

We will now take an actual job, the customer's copy being on a sheet 7 by 10, the size of the booklet; four cuts to the page — two halftones and two zincs. The natural thing for the writer to do is to paste an illustration in each corner of the sheet and write his copy in the middle; and the fact that he so did probably inspired this layout (Fig. 3).

The work on these sheets is done with a pencil in the rough, but to illustrate plainly I have drawn them in color. The blue line designates the margin.

This layout was prepared in the composing room, submitted to the office for consideration, and rejected. Note that this leaves the cuts in the exact position in which the copy was received, with small, even margins, and also that the cuts appear apart from the small amount of the text, for which fourteen-point was figured.

It was considered ordinary and not at all effective, and returned to the layout man with the suggestions noted hereon: "Use gray tone border, break up set appearance of cuts and allow only ten-point for text matter, with no initial, or plain two-line initial same face as type body."

It is not an uncommon thing to have three or four of these layouts drawn on one job, where the work is of enough importance. You will notice in this draft (Fig. 0) that the set appearance of the cuts on the page is eliminated and that a margin has been maintained that adds considerable dignity.

Let us suppose that this page had been placed in the hands of the compositor and that the time of experimenting had been charged. For estimators today allow enough time for experiments, and the use of these sheets results in the saving of a cost that can and should be eliminated.

Speaking of "guesstimating," let us take particular notice of the lower line on this diagram — hours estimated and hours consumed.

This is an educator. Have each page carry with it on this line the hours estimated, and have department place thereon the number of hours consumed. If the hours estimated exceed the hours consumed, congratulate the estimator, for he is one of the few, and credit the hours gained to efficiency on the job. If, however, the hours consumed are more than the hours estimated, charge it to inefficiency on the job and notify the estimator of the loss.

In a few months' time it will prove conclusively the hours necessary to do a varied assortment of work.

We need such tests as these to prove efficiency, and I believe this is to be a step in the right direction.

I could dwell on these sheets, giving different samples, but one more illustration will give you an insight into their value.

Here I have departed from the custom of drawing only one layout on a sheet (Fig. 0) to illustrate one page and a title, which is a good rule to follow on any manuscript job.

Select a type face appropriate to the work, and perfect, to the best of your ability, two pages for the customer's O.K. before entering further time on the job. This eliminates all questions of type or style, and will also be a wedge in your favor in any charge for alterations.

Another good point illustrated here is that on straight matter pages with marginal cuts, the proof of cuts can be placed beforehand in the most appropriate position, and the copy given to any compositor. He will know at a glance exactly where and how much to break his measure, and the exact uniformity of margins will be maintained.

The title of this sketch is the motto of our corporation, and does not stand for harmony in the product alone, but harmonious conditions in every department, and the working of each department with the others.

If your product drags, and causes trouble, a thorough investigation will reveal a lack of co-operation, which is the greatest foe to efficiency, and the evil must be remedied, even at the sacrifice of a valuable man.

This condition is wrong. No matter in what rush the job may be, it is an error to throw it into the composing room in its orginal condition, without first having it "doctored" at least so it will be legible.

The editing of copy by the proofreader before it is given to the composing room is another means of reducing the cost. The compositor has the office "style" before him, and there is absolutely no excuse for delay or a dirty proof.

If the customer is informed of the fact that it would result in a saving to have manuscripts whipped into shape, he will be willing to provide typewritten copy or pay you to do the work for him.

If you have no set style of punctuation, composition, etc., there probably is no better work on the subject in condensed form than the United Typothetae of America Style Book, which may be obtained by addressing the secretary's office, 1650 Transportation building, Chicago.

The greatest evil in the composing room is the lead pencil. I do not infer by this that the instrument is not necessary, but it is much abused.

Neither do I suggest that you put in time clocks in small offices, which, of course, are a necessity in the larger offices.

I do say, however, that you should take the lead pencil out of the hands of the compositor so far as recording his own time is concerned. This can be done by placing it in the hands of a trusted employee, prefer-

ably the foreman, who can mark down the job number on the compositor's ticket when he takes the job and the elapsed time when he returns it completed, thus getting the exact time consumed, and not the time the man thought he used.

The time actually consumed — not the time that you figure — is your cost; and, when you know for a certainty the time required in a given piece of work in your shop, you will know whether your shop conditions are normal or abnormal.

Never allow a compositor to have two, three or four jobs at a time. If it is necessary to use him on another job, make him deliver the job in hand to the foreman, and record his time.

This method will avoid all chance of error in charging time to the wrong job.

Loss of time is credited largely to lack of material, and it is hardly necessary to mention the fact that fewer faces and greater quantity is economy.

Shortage of material is the greatest hindrance to your success, and is, in many instances the reason that the composing room is "dubbed" the losing proposition. Look into it; there is not a reason on earth why it should not pay, if given the opportunity.

To aid in keeping your plant free of standing matter, these two simple tickets (Fig. 0) will be of value, the originals of which are 3 by 5 inches. The "dead" blank explains itself. If a form is to be held for the customer, then the "alive" blank should be dated and attached thereto, with the number of the slide on which it is placed, and at the end of the month its duplicate turned in to the office to find out whether it can be released or not.

In the matter of distribution, in the smaller offices, if possible, it should be left to one man. In larger offices it should be placed in charge of one man, and he should be responsible. To accomplish this end he should be instructed that every man sent to him for this purpose must distribute jobs by their number and catalogue pages by proof. That is to say, that the distributor's name be placed upon each page of work that he handles. Fixing a liability definitely eliminates mistakes.

A good check on estimates can be easily incorporated that will secure the co-operation of your employees by having blanks such as are shown here prepared for the departments. Make your regular estimates, then call upon the various departments for their estimate. If theirs is higher than yours, change yours, but if the reverse is true, and yours is higher, leave it alone. If you get the job, make out the second slip and send it through with the ticket, and any honest workman will endeavor to deliver what he himself has passed upon, and will convince the men in his department that they must deliver. I find this scheme another very effective check on the estimator.

I have here a "kicker" blank (Fig. 0) that is used in several offices with good effect. It is in duplicate, folding up on the dotted line, size 5½ by 7 inches, folding to 3½ by 5 inches, and tearing on the perforated line.

Where a charge for alteration time is made on a job, keep accurate time of the alterations on each page and attach the original to the proof for the customer, with the request that he file it for reference.

When billing the job, lump all alterations time and attach the duplicates of page alterations to the bill. In many cases this is not necessary, and that is why I call it the "kicker" blank; it certainly provides the best evidence of extra hours consumed that has come to my notice.

There is a great factor which I have not mentioned, and that is cleanliness. Mr. Roach — undoubtedly you have met this gentleman. Why, is he so common to the average printing plant? There is only one answer — "filth." It is not alone to exterminate him that you should wage a war that will drive him out, but cleanliness means a decided improvement in your output, and will save you more dollars in spoiled material than it will in insurance, and that alone will be no small item. Not only sweep, but scrub.

The environment of a clean, sweet shop has a beneficial effect upon every employee, and there is no reason on earth why a printing office should not be as clean as a perfect housekeeper's kitchen.

An Irishman having accumulated considerable wealth and having a craving for antiquities, purchased a grandfather's clock, which he wound with regularity, but which persistently refused to run. He at last decided to take it to a jeweler, and, being afraid an expressman would damage it beyond repair, packed it down the street on his back. On his way he met a friend, who greeted him with, "Good morning, Mike. Say, wouldn't it be more convenient for you to carry a watch?"

Are you like the Irishman, carrying the heavy burden, where a much lighter one would be more effective?

Franklin truly said, "The eye of the master will do more work than both his hands."

Upon the brain power exerted depends business life and growth.

The field in the industry is not limited, so do not be nearsighted, but keen to expansion, for the scope of the field your business covers is only limited by your own power of vision.

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South Dakota Press Association

The members of the South Dakota Press Association report an especially profitable convention at Sioux Falls, August 22 and 23, and are enthusiastic, not only over the splendid papers presented and the work accomplished, but also over the entertainments given and the broad hospitality of the enterprising city.

President McCaffree, of the Howard "Press" presided efficiently over the business sessions, forwarding the business and keeping up the interest.

The South Dakota Press Association has taken up, in a concrete manner, the matter of legislation and the benefits accruing to the publishers of the state by the right kind of legislation, with considerable benefit to the membership.

Most of the sessions were devoted to matters of this nature, and therefore are not public property at the present time. Later on, some general information will be given to the newspaper men of other states in the hopes that they may benefit by the experience of our association.

One of the most instructive talks on the cost system ever enjoyed by a body of men, was that given by S. J. Gilbert of the Salem Pioneer. Mr. Gilbert is an enthusiast on this subject, and he has worked out every point from the country printer's standpoint. His talk and his figures will be much more appreciated by the average newspaper men, and come nearer covering the country publisher's case than that usually furnished at association meetings by the city shop men. It is hoped to have him invited to review this subject at the next meeting of the National Press Association for the benefit exclusively of the country newspaper men.

Resolutions

Resolutions, thanking the citizens of Sioux Falls and the various organizations which assisted in the entertainment of the editors, were unanimously adopted.

George Schlosser, recently elected secretary of the

National Press Association, and R. E. Dowdell, of Artesian, the retiring president of the association, were praised for their work.

Mr. Schlosser has been actively engaged in newspaper

Members of the South Dakota Press Association and Their Ladies, in Park at Sioux Falls, South Dakota

work for thirty-five years, thirty years in South Dakota, and the resolution as to him shows how highly he is regarded by his associates in the press association, of which he has been a member for twenty-seven years.

The resolutions are as follows:

"Resolved, That the South Dakota Press Association

Past President Dowdell, Complimented by His State Association

is under many obligations to the citizens of Sioux Falls for courtesies extended during the mid-summer meeting held August 22 and 23, 1912. Particular thanks are due the Benevolent and Protective Order of Elks for courtesy extended the association in the use of their hall for meeting purposes; also the Sioux Falls Commercial Club for many kindnesses, including an auto ride over their beautiful city; to F. M. Mills of the street railway; to the management of the McKennan Hospital; to the Sioux Falls newspapers and the citizens generally, who did everything in their power to make the meeting a pleasant and a profitable one.

"Resolved, That, whereas our state is at the present time receiving a greater degree of favorable publicity through the columns of the country press and small daily papers of the union than ever before, and, whereas, such publicity was made possible by the persistent and tireless efforts on the part of the past president of the National Press Association, R. E. Dowdell, and Secretary-elect George Sclosser, therefore, this association hereby extends to Brothers Dowdell and Schlosser a unanimous vote of thanks for the splendid work done in the interest of our state under the administration of Mr. Dowdell as president, and Brother Schlosser as councilman, who made it possible for the editors of the nation to visit and describe from personal observation, the wonderful resources of our splendid young commonwealth.

Secretary Schlosser, of the National Press Association, Receives Hearty Endorsement

"Resolved, That the South Dakota Press Association is much pleased and highly honored in the selection of one of its members, George Schlosser, of Sioux Falls, to be secretary of the National Press Association. Schlosser has been an active member of this association for twenty-seven years. He has been identified with every effort for its betterment and has been indefatigable in his services to it, as well as being one of the most active and highly honored citizens of the commonwealth of South Dakota. Be it further

"Resolved, That these resolutions be made a part of the minutes of our meeting and published in the press of the state.

"Signed:

"W. C. LUSK,
"H. A. STURGES,
"P. F. LEVINS,
"J. D. REEVES,
"JOHN WIDLON,
"Committee."

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 352 Wyoming Ave., Scranton, Pa.

FATHER HERBERT once wrote a very kind editorial concerning "yours truly" and said, in regard to the work I did on the National Printer-Journalist for ten years, "He has been retained for life." I have just had a two years' vacation as regards active work on the dear old N. P.-J., (this is sentiment, not sentimentality) — but they have been busy years, and I have learned and unlearned some things about advertising, which knowledge and revision of what I thought was knowledge I will endeavor to pass along in the years that are still left me on the job. I have just finished "the Father's" address — he is certainly a life termer — and I think his writings and verbal preachments are getting better and better all the while. And as to up-to-nowness! Well, I guess the fact is that the editor of the N. P.-J. always looked into the future — and did it with calm, impassionate judgment; so no wonder his place in the rapidly-moving procession is secure.

This is no "jolly;" it is an expression of the facts; and I am sending it to the N. P.-J. during Mr. Herbert's absence when he has left Chicago to attend two conventions. At all the many conventions he attends, he teaches something; and likewise he learns something, and passes it along to the readers of the National Printer-Journalist.

I have made a good many friends through my connection with the National Printer-Journalist — all praise be to the paper's popularity — a goodly number of whom I have had the pleasure of meeting personally. And they were men of the spirit that has always pervaded the National Printer-Journalist, all right. They were hustlers and they were printers; and I am glad to see that their pictures and biographies have been lately appearing in another printing trade publication, which has been so alert as to re-discover them — and to discover many other good printers who, I hope, take both magazines.

There has been a most extraordinary change in advertising — as in business in general for that matter — since May, 1910, when I was last with you. In August of 1911, a great convention of the Associated Clubs of America was held at Boston, and in May of this year another great convention of this body was held at Dallas, Texas. I will go into detail in future issues of this department regarding the wonderful work this aggregation of clubs is doing to help advertising and other sciences connected with business, "which is now," in the quaint words of one of the speakers at the convention, "considered more important than politics." In these clubs are a large number of newspaper men and job printers, but not nearly so many as there should and will be.

The trade papers and the various associations of the different manufacturing and retail industries are now taking a much more active interest in even the more subtle problems of publicity than ever before. For instance I note that during the last month two jewelers' conventions held animated discussions respectively as to the necessity for jewelers using more space to advertise new styles and fads and the advantages that would arise from having advertisements relating to "birth-stones" in the local newspapers. But advertising that first brought people to the store must be maintained. And it is usually found advisable to increase it, so that it will correspond with the expansion of the business.

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ADVERTISING — AND AFTER

There can be no doubt that good advertising will bring people to a print-shop. Good values and good treatment in accordance with the advertising will make satisfied customers of the people the advertising brings. Satisfied customers are usually glad to say a good word or two or three for the printer or other advertiser who gives them satisfaction. They thus become ADVERTISERS OF THE ADVERTISER; their endorsation brings in more people, and they, in turn — if the advertiser continues to give satisfaction, become satisfied patrons. Thus, in the course of such especially human events, an extensive and profitable business is built up.

The advertising done by friends of the advertiser is generally good advertising so far as it goes, but it does not supply the place of news of his business.

As John Wanamaker said, (or some of his advertising men), "If there is one enterprise on earth that a 'quitter' should leave alone it is adver-

tising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins that he must spend money. Somebody must let him, also that he cannot hope to reap results commensurate with his expenditure early in the game. Advertising doesn't jerk; it pulls. It begins very gently at first; but the pull is steady. It increases day by day and year by year until it exerts an irresistible power."

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Publishers in Politics

I have just received the following letter:

Harry Albro' Woodworth, Scranton, Pa.:
Dear Sir: I don't know whether you will be interested or not, but there are six hundred people in the Capper building in Topeka who are brimming over with joy today owing to the fact that Arthur Capper swept everything before him in the state primary election held August 6. As Republican candidate for governor he led the ticket, receiving more votes than any other candidate in the field who had any opposition. There are 105 counties in the state and Mr. Capper carried 104 of them. The probabilities are that he will be elected governor in November by a handsome plurality.

Very truly yours,
MARCO MORROW,
Director of Advertising, the Capper Publications, Topeka, Kansas.

Were there more good editors and publishers in politics rather than so many lawyers, it might be better for the country. Well, there is a "contributing editor" in the ring, anyway, but that does not seem to be the real Capper brand.

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Impressions of Impressions

The monthly house organ "Impressions," issued by the McCormick-Armstrong Press of Wichita, N. Y., on eggshell stock, in many dainty colors, is a true work of art, but I have an impression that the light purple will not reproduce satisfactorily, so have to merely mention it as being a splendid and resplendent job of printing. There are many bright bits of miscellany, and sandwiched between these are paragraphs telling of the work done by the firm, such as the following:

Many of our readers know what we can do in the way of small work, but few can appreciate a job we are now working on. It is a sixteen-page booklet advertising the Colonel Woolard publications. On seven pages appear three-color process reproductions of the title pages of as many books. The other pages are, apparently, worked in two colors, but yellow is worked under the red, giving the red more depth. One hundred thousand copies is the order. The special material used in printing this job represents in cost the complete equipment of some print shops. Over a ton of slip-sheeting material is used—and is available for nothing else—to say nothing of sectional bases, register hooks, beveled plates, etc., of which the average printer knows little beyond what he has learned from the advertisements in the supply catalogues.

Many of our readers will not understand just all this means, but in such a case the very technicality is impressive.

And this house organ contains several pages of admirably composed ads of local firms! This is a good idea, for it not only shows how well the McCormick-Armstrong Press can set advertisements, but also adds to the printers' exchequer. The back cover page — beautiful as is the front cover page, with color-engraving — contains a lettered ad of the Capper Engraving Co.

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A Correspondence Course in Circulation Building

The field of correspondence instruction, of which the city in which I dwell is the old home, is indeed wide. There are correspondence courses in automobiling, bricklaying and aviation, and here at last is one in circulation building — the Bureau of Circulation and Publicity, 470 Monon building, Chicago. Their literature, which, of course (no pun was meant) they are glad to send any newspaper publisher with a sick business, is indeed impressive. The one I have is addressed to "Mr. Cir Q. Later, National Printer-Journalist." Why not Sir Q. Later?

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The Monotype in the Newspaper Field

Maybe, in my address before the national convention of the Fifty-Years-in-Business Club at Nashville, Tenn., which was printed in the National Printer-Journalist for August and September, I did not give the monotype quite as much space as the linotype. But then, the monotype folk did not inform me — as they always uster — of the great strides they have been taking of late. I had not, then, when I spoke of the much more general use of the monotype in the fields of magazine work and job printing, rather than in the field of newspaper making, received that interesting and valuable booklet, "The Monotype in the Newspaper Field," which shows their fine new factory — with twenty times the space Lanston Monotype Machine Co., Philadelphia, and elsewhere — found more than ample ten years ago. It's a type caster and composing machine — such the merest novice would learn from one glance at the handsome title page of the booklet:

Type Caster — Casts Type in All Sizes, 5 Point to 36 Point, Body Type, Display Type, Borders, Spaces and Quads.

Composing Machine — For All Kinds of Composition. Any Sizes, 5 Point to 18 Point. Any Measure up to 84 Picas.

On the last page of cover it is stated:

"Matrices 'for use when you please, as long as you please,' of any of the faces shown in our specimen book — over 1,000 fonts — are furnished by our Matrix Library."

I think Lanston Monotype Machine Co., Philadelphia — and elsewhere, which means New York, Chicago, Denver, San Francisco, Toronto and Winnipeg — would send you the book with a glad heart if you ask for it.

An Annual Holiday Founded by a New Newspaper

A remarkable instance of a rapid success in journalism is that made by the Polyglot Publishing Co., of Scranton, Pa., in its publication of an Italian-American newspaper known as "Il Minatore" (The Miner). The paper was nearly two years old when it was purchased by this company, on the 28th of March of this year. In five months' time the circulation increased from 600 to 22,700, and the size of the paper increased from a four-page, six-column sheet to an eight-column paper of from eight to ten pages. In this time the advertising, which was secured solely through the personal efforts of the advertising manager, Nathaniel Straus, was increased over 800 per cent. This paper has today by far the largest paid circulation of any Italian paper in northeastern Pennsylvania, and its excellence as an advertising medium may well be judged by a letter from A. E. Burnaford, proprietor of a shoe store in Wilkes-Barre, which is in another county from that in which Il Minatore is published. He said that he should judge that the store had, as a direct result from one ad in Il Minatore, fully 5,000 customers in four days, and that, contrary to the general belief, they bought liberally and only of the best shoes.

The most striking example of progressiveness and public spirit manifested by this paper was shown by the Italian Day Festival, held under the auspices of this paper at beautiful Luna Park, the leading recreation spot of Scranton, on August 30. Badges containing the words, "Primo Italian Day, Auspice Il Minatore," were worn by the very large number of guests that came to attend this national festival. Admission to the park was obtained by means of a coupon that had been published during the two weeks before the event in the columns of Il Minatore. This coupon was also good for any two of the park's permanent entertainment features.

A mass meeting held in the afternoon was addressed by Chevalier Tiscar, Italian consul of the district, and others of the leading Italians of northeastern Pennsylvania, including S. Collini, editor of Il Minatore.

Various athletic sports were indulged in at the grounds and every possible courtesy was extended to the visitors by the Luna Park management, under the efficient oversight of T. M. Gibbons, the manager.

A pleasing feature provided by Il Minatore was the award of a large doll to the small girl who guessed the name provided by a committee previously appointed for that purpose. The name decided on was "Italia," the name of the motherland, which is not an infrequent name in Italian families. There were three hundred contestants, each girl writing the name of her choice on a slip of paper. Nine little girls guessed correctly, and these, in accordance with the ancient Roman custom, drew lots to decide which was the winner. The prize of a wagon for the boys was won entirely by lot. The interest aroused by this contest, the sports and other beautiful customs reminiscent of "Sunny Italy," all served to round out and make memorable an altogether enjoyable occasion.

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The cost committee of the International Association of Photo Engravers at their latest annual meeting decided that there was a wide variation in the use of ordinary terms in engraving, and adopted recommendations to pass along to printers and customers. These recommendations have been put into booklet form by the Manz Engraving Co., Chicago, the booklet being sent with a letter strongly recommending the suggestions, which are as follows, only those definitions being included about which there seems to be some doubt:

Halftone — Square Plate — A halftone in which the outside edges are rectangular and parallel, may be with or without single black line border.

Halftone — Outlined — A halftone with the background outside the object entirely cut way, leaving a definite edge without shading or vignetting.

Halftone — Vignetted — A halftone in which one or more of the edges of the object are shaded from dark tones to pure white.

Halftone — Outlined and Vignetted — A halftone in which part of the background is cut away and part vignetted.

Cut — Never use this obsolete term, as it does not apply to the photo-engraving business; use the term "engravings" or "plates."

Direct Halftone — A halftone to produce which the screen negative is made by direct exposure of the article itself, and not from a photograph or drawing.

Halflight Halftone — A halftone plate in which the elimination of the dots in the high lights is accomplished by a photo-chemical process instead of by cutting them out with a tool.

News-Tone — A name sometimes given to coarse-screen halftones, always etched on zinc and used mostly for newspaper work. Also known as "quarter-tone."

Metzograph — A halftone made by the use of a grained screen instead of a cross-line screen.

Duograph — Two halftone plates made from one copy and usually printed in black and one tint, or two shades of the same color, the two plates mades with different screen angles.

Duotype — Two halftone plates made from one copy, both from the same negative and etched differently.

Two-Color Halftone — Two halftone plates, either or both plates an etched plate containing parts or all of the design, to be printed in two contrasting colors.

Three or More Color Halftones — Same as definition of two-color halftone, using three or more etched halftone plates.

Three-Color Process Plates — Printing plates produced from colored copy or objects to reproduce the picture or object in its original colors by a photo-chemical separation of the primary colors, and etched halftone plates to reproduce each separate color, usually printed in yellow, red and blue. An approximate result may be obtained from one-color copy by using the skill of the workman in securing the color values on the etched plates. (Eliminate the word "Fake" from your vocabulary as applied to the three-color process.)

Four-Color Process Plates — Same as the three-color process, with the addition of a gray or black plate.

Combination Plates — Black only — plates made by the use of two or more halftone or line negatives, the films

stripped together and printed and etched on one copper or zinc plate.

Combination Plates — Color-plates made by the use of a key plate and color plates, either halftone or line, to be printed in two or more colors.

Ben Day Plates — Plates made by laying shaded tints on copper or zinc and etching them to produce colors or combination of colors when printed.

Deep Etching — Additional etching made necessary to secure proper printing depth where this cannot be accomplished by routing, and usually caused by the use of dense black lines, or line negatives and halftone negatives being combined in one plate.

Positive Etching — A plate from which the blacks of the original copy will print white and the whites will print black.

Embossing Plate — A plate cut or etched below its surface for the purpose of raising the image of the printed surface.

Stamping Die — A relief plate engraved on brass or zinc for stamping book covers or similar surfaces.

Hand Tooling — Any work done by the use of a tool upon the plate to increase the contrast of the etched plate.

The committee further recommends that the above terms be accepted as a standard by the conference, that all engravers put them into immediate use and that all obsolete terms intended to convey the same meaning be at once discarded.

Only half of the booklet is devoted to these new definitions, the remainder furnishing a good chance for the Manz Engraving Co. to call especial attention to the work done by them, which covers the whole field of engraving.

The recommendations will likely prove of benefit to printers, advertisement writers and designers, and the great portion of the public that purchases plates. The suggestion as to the use of the term "engravings" or "plates" instead of what is termed the "obsolete" word "cut," does not, however, particularly appeal to me, as this word is still used, and will continue to be used, by those interested in buying and selling photo-engraving. Really, I consider it a better word than either "plate" or "engraving," and think that more confusion might arise from the use of these terms than from that of the convenient portmanteau word. And to call a plate or cut an engraving seems especially confusing, as this noun is mostly used in speaking of a picture and not a plate.

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An Optical Criticism

This envelope corner (Fig. 1), in black and red, is rather artistic, but is not the Minot Weekly Optic as important as the Minot Daily Optic? And so why put it in type that to the ordinary optics appears smaller than that which tells of the daily.

Minot Daily Optic
and Minot Weekly Optic
LEADING DAILY PAPER IN WESTERN N. DAK.
BOOK, JOB & COMMERCIAL PRINTING

No. 1

This department is devoted not so much to typography as to advertising, and as I am both a typographical designer and an advertising man, I consider such little things as these worthy of full consideration.

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A "Head" Letter Head

THE TEMPLE DAILY TELEGRAM
TEMPLE, TEXAS. Vol. V. Price 5c

No. 2

Here (Fig. 2) is a letter head design of the heading order, which is truly effective.

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Stutes, of Spokane

Ah! here is my old friend Stutes, one of the very oldest of modern job typographers, who always, however, keeps up to date, and generally a little beyond. In Figure 3A the initial is in red

WE *Thank You* for remittance received this day and ask for a continuance of your orders.

¶We are the only firm in the State of Washington to be awarded First Prizes for Printing in New York, Chicago and St. Louis
¶We belong to no Price-Making Combination
815 Main Ave ✣ ✣ Phone Main 2060

Stutes Printing Concern

No. 3a

and black, the remainder of the card being black. The initial, though extraordinarily large, is still merely an embellishment — that is, it does not detract from the cordial "We thank you" — and after that, the rest of the reading matter is pleasantly assimilated in the cheerful mind of the recipient. And here (Fig. 3B) is a letter head of Mr.

Stutes Printing Concern

MAKERS of UNCOMMONTHINGS WITH TYPE, PAPER AND INKS ¶THE FINEST EQUIPPED PRINTING FACTORY IN THE CITY OF SPOKANE ¶Awarded *First Prizes* in New York and St. Louis

Stutes Printing Concern
815 MAIN AVENUE
SPOKANE
U. S. A.

The Inland Printer, Chicago, says "We congratulate you upon the excellent appearance of the booklet for the Old National Bank Building Company. One always looks for something different from the Stutes Printing Concern"

No. 3b

Stutes'—all the nameplates at the top in really red red — initials in red and black — remainder black of the blackest. Truly, the Stutes Printing Co. are "MAKERS OF UNCOMMON THINGS WITH TYPE, PAPER AND INKS."

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The Sign of a Forward Movement

"Forward, Passaic" is the title of the Prosperity Edition of the Passaic, N. J., Daily News, a most remarkable production of which the cover (orange and black on buff stuff) is here reproduced.

There are forty-four pages, 25 by 15 inches, besides the cover, and these are on the finest plate stock. Perhaps the most interesting of all the many entertaining and valuable articles is that entitled "History of the Passaic Daily News and the Press of Passaic." In connection with this article is a plate showing the first page of the first issue of the News — that of August 1, 1877 — and what a change, my countrymen, from the News of today, both as to matter and typography. Just about as much difference as between the Washington hand press on which the first number was printed and the twenty-page Hoe that slams out the News today.

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Is This the Way?

This (Fig. 5) is the back page of a folder entitled "Buying Printing That Sells," issued by

IS THIS THE WAY YOU BUY YOUR PRINTING
?
"The printer doesn't know what he is going to give him, and the customer doesn't know what he is going to get, but they agree upon a price for it."
WE are always ready to furnish estimates upon any piece of printing, but buying printing at Cost Plus Ten Per Cent is fair to the consumer and the printer alike. It is absolutely "a square deal" in printing.
Write us today for our booklet "Something In It for Both of Us." It is free
GRIFFITH-STILLINGS PRESS
368 CONGRESS STREET :: BOSTON, MASS

No. 5

the Griffiths-Stillings Press, Boston, Mass., the cost-plus-ten-per-cent men from which the Regal Shoe Co. took the idea.

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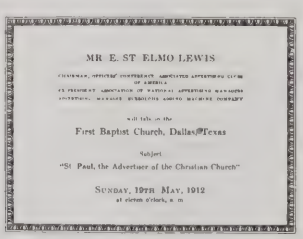
Modern Short-Line-Long-Line Composition

Some printers who have new faces of type, and plenty of it, exactly like those used on the invitation card shown as Fig. 6, but have only a hodge-podge of old faces, and very little left of a size or


MR E. ST ELMO LEWIS
First Baptist Church, Dallas, Texas
Subject
"St Paul, the Advertiser of the Christian Church"
SUNDAY, 19TH MAY, 1912

No. 6

a series, say they cannot at present afford to buy type and follow the modern rule of "fewer faces and more of a series." To these surely this thoroughly modern and inexpensive style of typography will prove very suggestive. I will give some better specimens of this style later on.

Keep Religion Out of Secular Advertising

The picture on the blotter of the Port Arthur, Ont., Daily News (Fig. 7) resembles the Rev. Mr. Stiggins of "Pickwick Papers" extremely, especially as the nose is carmine. Dickens was a deeply religious man, and his caricature of the canting, tippling parson could not justly be held by any church member as a travesty on religion, though doubtless even this aroused indignation in religious circles. But this blotter can hardly be considered as anything else. Consequently it is the very poorest kind of an advertisement, partic-

Religion Prepares You
FOR A HAPPY HEREAFTER—ADVERTISING PREPARES YOU FOR A HAPPY LIFE HERE AND NOW
Truthful Advertising will sell, and continue to sell, anything that ought to be sold
Always Put YOUR Advertisement in
The Daily News
"THE PAPER THEY ALL TAKE HOME"

No. 7

ularly in such a serious and religious country as Canada. Anything that is likely to offend anybody should generally be avoided in advertising, and it is just as easy or easier to do so, as regards religion and nationality, as it is to employ what many might regard as profane.

Truthful advertising, which is mentioned on this piece of printed matter, is an eminently fitting subject for a talk. Morality may be freely discussed in secular advertising; religion should never be, except where it is obviously necessary to be spoken of, as in the advertising of certain books; and even such advertising as this is not always void of offense. It is a pity that such a fine argument should be spoiled by such an illustration, which is not even distinctly humorous.

✣ ✣ ✣

Why, Of Course They Should!

McMillan Printing Company, Monroe, Mich. (which is fairly alliterative), send a folder entitled "Printers Should Co-operate." Here is the first page (Fig. 8), in dark purple and green, as is the rest of the folder, which mostly consists of the Modern Master Printers' View, which is thus-and-so:

The man who said "Co-operation, not competition, is the life of trade," knew better than most of us the true significance of that statement.

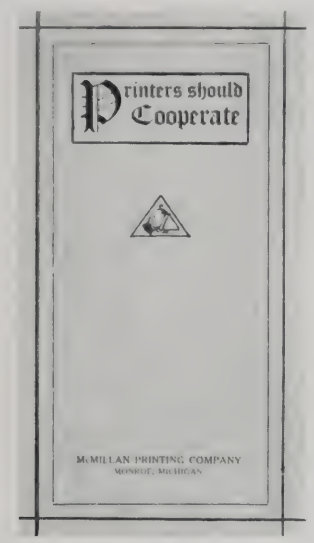
Today, competition usually means disaster, while co-operation means concurrent effort to the end that those most concerned are most benefited.

Further, co-operation among printers means a square deal for all — printers and buyers alike. The net result must be an equitable price on every job of printing, instead of a short price to the close buyer and a make-up-the-shortage one to the live-and-let-live buyer.

Scan the trade from beginning to end and you will surely shudder at the predicament of the Master Printer.

He alone is in the rut whose shadows so darken his path that he knows not whither he travels.

The workmen co-operate to get a wage which they consider their just due; the paper houses co-operate to the end that broken profits no longer eat into the profits, and that price-cutters no longer bring the trade into discredit by going bankrupt; the type foundries are so well organized that prices are uniform, and the use of the plural term now seems almost unnecessary; the machinery men co-operate to the end that one price prevails — and the poor Master Printer fellow competes to the general degradation of the craft. Is it not all true? And much too true? Fellow printer, please heed the call of the



No. 8

sane to the Co-operation Fight. Be no longer the laughing stock of the sharp buyer who puts one across on some unwary printer every time he places a job of printing. Be no longer the victim of that mistake which usually lands the competitive job. Be alive to the fact that if every one bought everything at the lowest possible price this would be the poorest instead of the best country in which to live. Unfortunately, some printers think they can not trust other craftsmen in the game of co-operation, being afraid all the while that the other fellow will double-cross. The idea of a man acting as though he thought he were the only honest one in the trade is too ridiculous for serious consideration.

Brains are sold for less money in the printing trade than anywhere else in the universe. Think of a man knowing hundreds of grades, sizes and weights of paper; hundreds of styles and sizes of type; colors of inks galore, and the uses of all classes of presses and bindery equipment selling his mind for a measly few dollars per day — and getting most of that out of his Interest and Sinking Fund.

Do you wonder that a thorough-going, cost-keeping, stiff upper-lipped printer looks with pity and disgust upon the man who chases checks for the payroll?

> The man who denies that a better condition is possible still lives in the candle age.
>
> J. S. McMILLAN.

Mr. McMillan also sends a slip in yellow and purple. There are seven yellow bars that break across a purple panel, so that it would puzzle a Chicago engraver (now this is in the same sense as the phrase "a Philadelphia lawyer") to reproduce it. Here are the words:

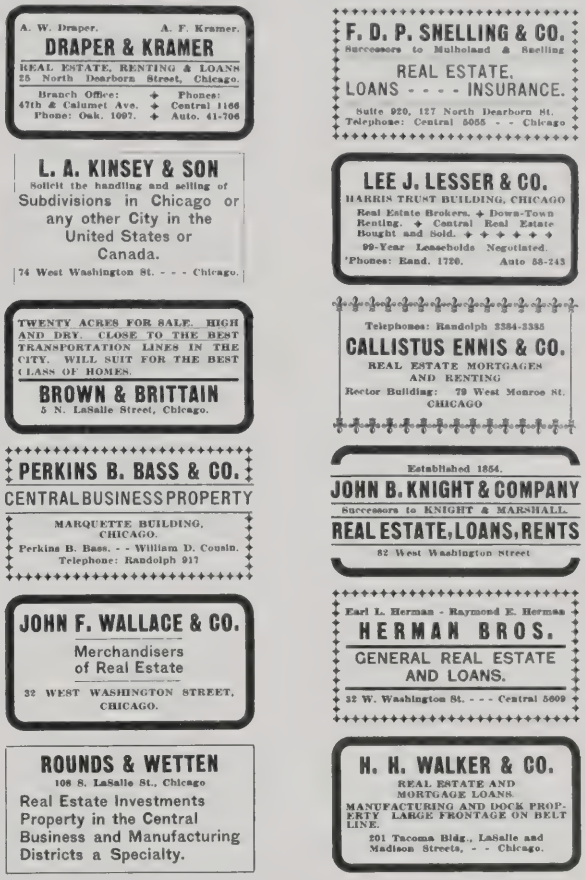
That Yellow Streak

> which has been so noticeable in the lives of most printers when dealing with certain customers is entirely done away with when one gets to know the full meaning of Costs. The primary purpose of the First Michigan Cost Congress is to encourage BACKBONE as a glorious substitute for that "yellow streak." — J. S. McMILLAN, Secy.

DETROIT [and then the date of the congress].

Quick Adsetting on a Linotype

Here (Fig. 9) are a "bunch" of small advertisements composed on a quick-change Model 8 three-magazine linotype in the office of the Chicago Daily Law Bulletin without the removal of a magazine by Operator Cook. In three hours thirty-four such ads were set, assembled, and made up in the form. All the rules, dashes, borders, etc., were cast on this machine and cut to measure, the ads being assembled as he went along, working from manu-


A. W. Draper. A. F. Kramer.
DRAPER & KRAMER
REAL ESTATE, RENTING & LOANS
25 North Dearborn Street, Chicago.
Branch Office: 47th & Calumet Ave. Phone: Oak. 1007.
Phones: Central 1166 Auto. 41-706
F. D. P. SNELLING & CO.
Successors to Mulholand & Snelling
REAL ESTATE, LOANS - - - - INSURANCE.
Suite 920, 127 North Dearborn St.
Telephone: Central 5055 - - Chicago
L. A. KINSEY & SON
Solicit the handling and selling of
Subdivisions in Chicago or any other City in the United States or Canada.
74 West Washington St. - - - Chicago.
LEE J. LESSER & CO.
HARRIS TRUST BUILDING, CHICAGO
Real Estate Brokers. Down-Town Renting. Central Real Estate Bought and Sold.
99-Year Leaseholds Negotiated.
'Phones: Rand. 1720. Auto 58-243
TWENTY ACRES FOR SALE. HIGH AND DRY. CLOSE TO THE BEST TRANSPORTATION LINES IN THE CITY. WILL SUIT FOR THE BEST CLASS OF HOMES.
BROWN & BRITTAIN
5 N. LaSalle Street, Chicago.
Telephones: Randolph 3384-3385
CALLISTUS ENNIS & CO.
REAL ESTATE MORTGAGES AND RENTING
Rector Building: 79 West Monroe St.
CHICAGO
PERKINS B. BASS & CO.
CENTRAL BUSINESS PROPERTY
MARQUETTE BUILDING, CHICAGO.
Perkins B. Bass. - - William D. Cousin.
Telephone: Randolph 917
Established 1854.
JOHN B. KNIGHT & COMPANY
Successors to KNIGHT & MARSHALL.
REAL ESTATE, LOANS, RENTS
82 West Washington Street
JOHN F. WALLACE & CO.
Merchandisers of Real Estate
32 WEST WASHINGTON STREET, CHICAGO.
Earl L. Herman - Raymond E. Herman
HERMAN BROS.
GENERAL REAL ESTATE AND LOANS.
32 W. Washington St. - - - Central 5609
ROUNDS & WETTEN
108 S. LaSalle St., Chicago
Real Estate Investments
Property in the Central Business and Manufacturing Districts a Specialty.
H. H. WALKER & CO.
REAL ESTATE AND MORTGAGE LOANS.
MANUFACTURING AND DOCK PROPERTY LARGE FRONTAGE ON BELT LINE.
201 Tacoma Bldg., LaSalle and Madison Streets, - - Chicago.

No. 9

script copy. Some of the ads could hardly be improved on, considering the space they occupy; others might be open to criticism in some of the details that go to make perfect ad composition. But when all things are considered, the fact remains that the feat was a remarkable one, and gives a very good idea not only of the utility of the multiple machine innovation, but also of the versatility of a competent and tasteful operator.

\+ \+ \+

A Printer's Bookplate

B. S. Herbert, of the National Printer-Journalist, sends me two bookplates designed by printer William Knutzen, of 1733 N. Halsted street, Chicago. Readers of this publication may remember the very striking work Mr. Knutzen did several years ago for the Western Newspaper Union — advertisements whose design — though made with material to be found in any well-equipped job office — was

strikingly symbolic of whatever the particular ad was about. Well, these ads alone showed Mr. Knutzen is an artist, and these bookplates show the same thing (Figs. 10A and 10B). If they possess ornateness, it is pleasing ornateness. I especially like Mr. Knutzen's own bookmark. Aubrey

No. 10a

No. 10b

Beardsley might well have been proud of it — but this eccentric artist was morbid, whereas Mr. Knutzen is an artist-apostle of cheer. As a compositor that should make good big money as a designer — whether he gets it or not — I would cordially recommend Mr. Knutzen to some advertising concern who needs such a man.

* * *

An Inspiring Story of a Plucky Printer

New England Character, the successor to **Character,** the house-organ of the Griffiths-Stillings Press, Boston, and now 50 cents the year, and worth more — prints a human-interest story about a Chicago printer that follows. Thomas Dreier, the brilliant editor of this magazine of good cheer and common sense and uplift, says of the tale:

"This story by Ray Clark Rose, after it was printed in a western magazine that I edit, brought in more letters from readers than anything that had ever been printed in that publication. Of all inspiring stories I believe this to be the most inspiring. Rose, who was once a star reporter on Chicago newspapers, and who is now assistant superintendent of agencies for the American Real Estate Company of New York, has made this tale a very human thing. The man who can lose hope and courage after knowing what Bill McQuigg did — well, he can be little more than a poor excuse for a man."

Here is the story:

SPEAKING ABOUT BILL McQUIGG*

By Ray Clarke Rose

If you think your cake is dough, go see McQuigg, and he'll show you!

Bill McQuigg says he doubts if he ever had any backbone until he got his broken, some thirteen years ago. From that day to this he has been dead, practically, from his waist down, but he declares that he really began to Live at the moment when you and I, friend, might have felt justified in giving up and dying.

Most chaps do who get their backs broken across the middle.

The wonderful part of it all is that Bill's optimism is so huge, so virile and brawny, that, after facing him for five minutes, you are inclined rather to envy him, and to wonder if it wouldn't be worth while for you to go and get your back broken, also, just to make a man of you.

Now, all ye little whimsical longers with "nerves," "business cares," "overwork" and all the train of selfish sediment percolating your cosmical corollary, here is a list of things this man has done since he became dead from his navel down:

Earned the money to buy a farm for his father and mother.

Earned the money to buy valuable real estate in Chicago.

Established a successful job printing business, including purchase of building site, erection of building and complete equipment of a modern plant giving employment to a number of compositors and pressmen.

Educated himself in natural philosophy, psychology and kindred subjects.

Formulated and wrote a philosophy (or theory of thought and conduct) comprising rules for self-development and business-building that, applied to his own efforts, have made good.

Made himself an expert at business analysis, devising advertising plans that succeed, and taught himself to write stories and other matter that sell to current periodicals.

Developed a glorious cheerfulness that conquers pain that is constant (nearly) and a deathly sickness that clutches him at intervals; for you must remember all normal functions have ceased from the waist down.

When you enter Bill's shop, above the noise of the presses you will hear him shout, "Hello, old man!" if you are friend (you are sure to be if you have met him), or there will be a broad, appreciative smile for you if you are a stranger.

When I asked Bill why he placed his shop and himself in such an unlikely neighborhood, away from all the active currents of business, he explained that the land was cheap and it made no difference where his shop was, as he did all his business by telephone. He says that selling by 'phone has its advantages, for he always can reach a man's ear and never has to cool his heels in the other fellow's anteroom.

Nearly all of Bill's customers don't know to this day that he is bedfast, for he always tells them he finds it impossible to take the time to call on them. Occasionally one stops at the shop and usually has to be revived with stimulants when he learns the facts, for when Bill is soliciting business over the telephone he presents a spiritual completeness that implies physical supremacy.

O, I suppose you will insist upon knowing how the accident happened to Bill. It really doesn't matter, but he was sinking a shaft in a little gold prospect in Arizona. He bent forward to light his cigarette at the moment a bit of quartz slipped from the side of the shaft above him. It tapped him gently in the small of the back, but in a flash Bill was changed from a reckless, hardy adventurer to a despairing, pain-racked and helpless cripple. I wish I could truthfully tell you the rock was filled with gold and pointed to a vein that made his everlasting fortune. Bill says it is so, but the "gold" is not accepted at the United States Mint to any great extent, though it passes current at a premium with you, dearie, I hope.

The story of the hours of agonizing waiting for the coming of his partner, of the weeks with little or no medical care in a mining camp, of months of suffering and delirium in a hospital, of the years of mind fog and bodily weakness almost fatal, and of the final triumph of will over weakness, hope over despair, and the evolution of mental efficiency and bodily power (from the waist up) greater than he ever had before, is the story that Bill never tells—unless you are down and out and need it. Yet it is the epic of a human soul that makes the romance of Jean Valjean sing like a sweet summer ballad in comparison.

However, Bill is no hero, he will tell you. He refuses to be lionized. In passing back and forth through the valley and shadow of death for his soul's sake he has come to believe that power comes through service for the chap who can't pay a price (save gratitude) but who needs the help. He says he made up his mind that success doesn't consist in running around in circles on a good pair of legs, and that he had everything else but the legs, nearly. That the limit of achievement is the measure of self-mastery, and the King's Fool, therefore, is greater than the king, usually. That a courageous spirit is superior to the most desperate handicap. That if we will it so, and work with the will, we shall rise to individual

authority and expression if there is an atom of intelligence left to build upon. And those who see the man and talk to him go away with a sense of shame at their petty complaints, and a high resolve to "sin no more"—for the present, at least.

That is why I say, if you are "down and out;" if you think life is hell with a Long Primer aitch; if you think the world's against you and the "jig is up"; if, in fact, you have reached the jellyfish stage in your spiritual evolution, pawn your shirt, or steal one to pawn, if necessary, and make a little pilgrimage to William H. McQuigg, Man and Gentleman, and then get "back on the job" and make the sparks fly upward, sir!

Well, here'steryer, Friend Quigg of all the world! I'd love to have you to send samples of your work to the "Publicity Department," for I KNOW it is good.

H. A. WOODWORTH.

+ + +

The Missouri Press

After many years, the Missouri Press Association paid a return visit to Hannibal and enjoyed another exceedingly profitable convention. One of the most practically educative editorial gatherings, we ever had the pleasure of attending, was one of this ever active association held in this same city, many years ago. At that time one of the members had started for home, but for some cause turned back, and at the close of the "experience meeting" which is generally a feature of one session each year, declared that he had learned from the experiences related, facts that would be worth hundreds of dollars a year to him.

It was decided to hold two meetings a year hereafter, one to be a purely business meeting at Columbia, during the newspaper week of the School of Journalism of the State University. Mr. Ovid Bell, who has recently been happily married, was elected president. Served him right. He deserves the honor. The other officers elected were:

First vice-president, Fred Naeter, Cape Girardeau Republican; second vice-president, H. S. Sturgis, Neosha Times; third vice-president, R. R. Gilbert, Independent, Warsaw, Mo.; recording secretary, Lewis W. Moore, Hume Telephone; corresponding secretary, Jack Blanton, Paris Appeal; treasurer, Clint H. Denham, Farmington News.

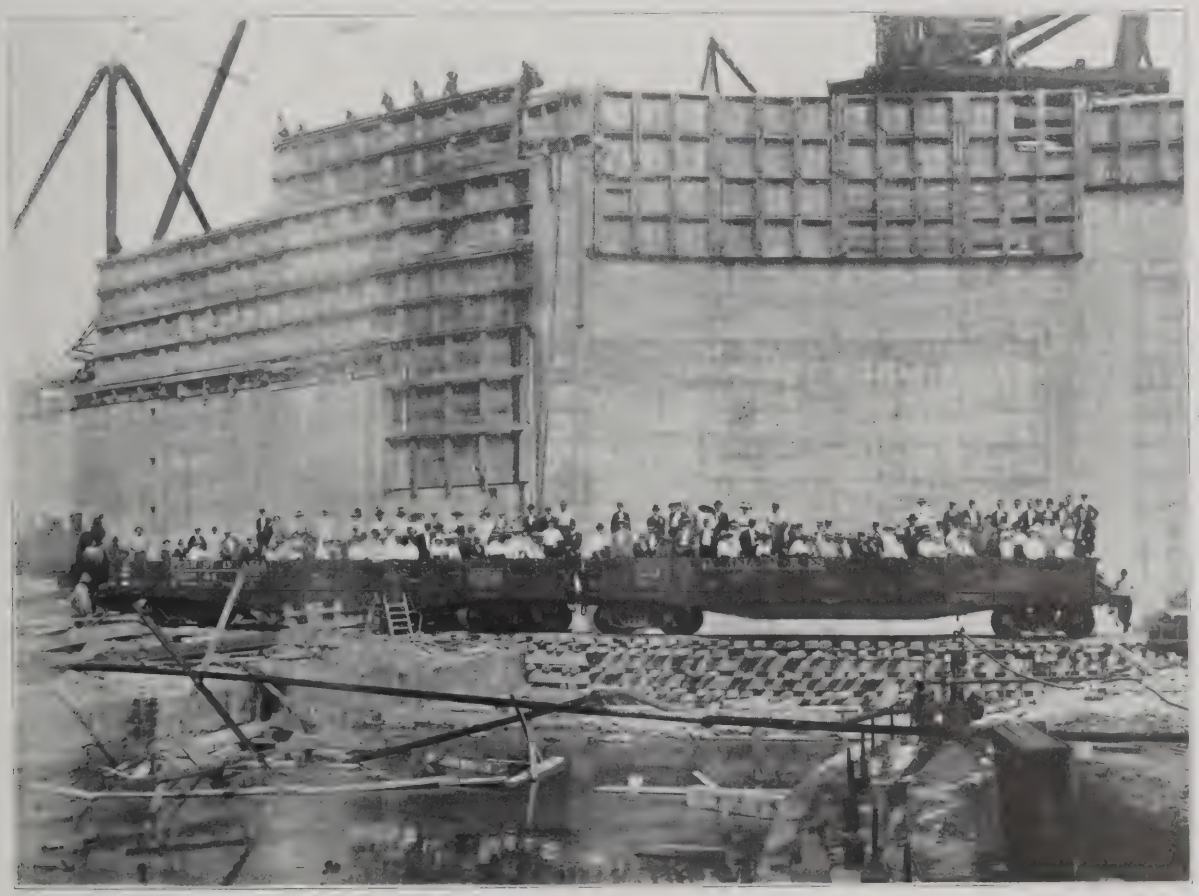
The younger editors are coming to the front. Mitchell White, son of R. M. White, of the Mexico Ledger gave an excellent talk on getting and using the best ideas of advertisers as a means to effectiveness and satisfying both the public and the advertiser.

"Telling the Truth" was given by John Beal of the Mexico Message, as the chief duty of the newspaper man.

In discussing "How to Make a Newspaper Pay," Charles J. Henning urged closer contact and personal understanding with advertisers; stand by your rates; be absolutely truthful, treat all on the square and alike. C. H. Denham of the Farmington News, argued for treating the calling of newspaper making as a responsible, dignified office, avoid frivolity and the over parading of criminal news.

In telling how to make a paper pay, B. Ray Franklin, advocated the studying and aiding the industries and interests of the people served.

Interesting addresses were made by Dean Walter Williams and E. W. Stephens of Columbia. An excursion to Keokuk and an inspection of the Mississippi river dam, and visits to the Mark Twain home, the Atlas Portland Cement plant; the Mark Twain cave, and Riverview Park, were among the interesting side features and entertainments.



The Missouri Editors Who Believe in the Deep Waterway—At the Great Dam, Keokuk, Iowa

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

IN the editorial columns of the Chicago Evening American of August 26, in an article on an unpopular theme, emanating, presumably, from that golden-penned genius, Arthur Brisbane, I was charmed with this plain but lofty maxim: "About some things it is not popular to tell the truth. But about everything it is desirable to tell the truth."

Here is a thought which I should think would interest every editor of a newspaper in the world, because hardly does that editor, especially of a home newspaper, exist, who has not at some time or other in his career found himself hampered in the free editorial expression of the truth.

This is due most usually to the fact that the running of a newspaper is becoming more and more purely a business proposition — a money-making proposition, if you please.

Not many of the big city papers, so we are led to believe, are free from their compromises and obligations, both to individuals and courts and corporations, growing out of business and political relations, in which financial favors are freely asked and granted; but here at least the field is wider, the patronage broader, and the prestige and influence of the paper more powerful and far-reaching, so that, even if an unpopular chord is struck once in awhile, the class that such a chord is sure to please, culled from the great whole, is still great enough, still numerous enough, to make a fair following and provide a profitable patronage.

But the field of the home newspaper is more limited. Generally its publisher needs the dollar of every individual in his field, else his business suffers. Hence the prevalent care against the publication of facts that may offend a good customer.

I believe that I am correct in assuming that the newspaper of olden times was more the disseminator of information than the means of dollar-making; and doubtless under that system truth more readily crept into the news and editorial columns, than is a fact under our modern condition, in which, as I said, the making of a newspaper is almost, if not entirely a business problem.

I believe further that I am not far from the truth when I say that in the making and publishing of a newspaper today, the influence of each of the sheet's departments is focused upon the single matter of getting more business. Its news columns are written to please and its editorials are written to please. And the worst of it is, because of business relations, because of the danger of losing patronage, facts that might please, benefit and even emancipate the great majority, are sometimes suppressed that the good will and the business of the minority may be retained, whose private interests might be seriously affected by the promulgation of the truth.

Generally speaking, this is just as true of the papers in small towns as of those in the great cities.

And so, there is an evident need of education. There should be something of a return in spirit of editorial expression to the olden standard. Editors should learn, and in turn should teach their readers, that business accorded a newspaper is not sufficient to silence it or turn it from its duty to the public.

Newspapers ought to be for the great mass of the people who subscribe to their support, and not for private firms or individuals — and as such they should in every way endeavor to safeguard the public interest and strive always to promote the general welfare.

The common error to expect a newspaper to be so extremely grateful for business extended it, that nothing will be divulged through its columns when the truth might hurt and help, ought to be speedily corrected. The publishers can best do this themselves, first by making and maintaining an adequate subscription price, that will in a measure relieve them from slavish dependence upon the income from advertising and other departments of the business, and then by living rigidly up to the highest principles of their calling.

However, even under present conditions, when money is spent with a printing office, whether for job work, advertising or subscription to the newspaper, the customer gets full value received just as surely and completely as he does anywhere, and, aside from the just and natural appreciation for the patronage, no obligation should accrue or exist on the paper's part, to muzzle free expression of fact.

✣ ✣ ✣

Vermillion, S. D., Aug. 8, 1912.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: We are in receipt of your card acknowledg-

ing receipt of a copy of our paper for August 1. The paper was sent to you marked with a personal notice regarding a lady whose home is in your city. It was not sent for the purposes of review, necessarily, but we have no objections to having your opinion of the same. We are sending you by this mail a copy of our issue of August 8, which would probably be more to your taste, with the exception of the sticker of the everlasting first page proposition.

Yours truly,
DANFORTH & SLOAN.

Truly, this fault of erroneous mechanical makeup is the only feature in the Dakota Republican that a critic of my taste could find to complain about. The impression secured on this excellent big paper is always no less a delight to me than the extravagant array of contents. The ads are always set well, too, and in connection with the excellent print, it is easy to imagine how attractive they look. The Republican is always strong on editorials, also, besides its abundance of news, and Messrs. Danforth & Sloan put up some pretty creditable stuff, too. I hope some day to see this paper made up correctly.

✣ ✣ ✣

Buckley, Mich., July 9, 1912.

O. Byron Copper, De Soto, Wis.

Dear Mr. Copper: It is some time since I littered your desk with any of my productions, the last time being from the office of the Tawas Herald, Tawas City, Mich., some three or four years ago. Since that time I have wandered somewhat, having worked in Lansing, Mich., Chicago and Milwaukee. Last fall I came to this hustling little burg of about 500 inhabitants, and leased the Enterprise, which at the time was at about the lowest ebb that a paper can get.

I am sending you under separate cover a copy of last week's issue, and you can say what you like about it. Don't hesitate to criticise, for that is just what I want. It is a long way from my ideal of a weekly paper, but I am on the lookout for new and up-to-date ideas and will welcome any assistance you can give me. One of your hobbies (which by the way is also one of mine), the clean first page, I am living up to and there are other improvements which I am going to make as soon as I can, and I expect the Printer-Journalist to help me out.

Thanking you in advance, I am
Yours fraternally,
JAS. E. BALLARD.

To criticise a sheet which is so excellent in all departments as this Buckley Enterprise which Brother Ballard submits for my consideration is a pleasure, for there is left little that is adverse to say. The reproduction of the front page accompanying this paragraph will in a measure verify my words. (Exhibit 1.) The balanced mechanical makeup is pleasing, as is also the good impression and the even distribution of ink. And another thing — a very important thing, too — which is not evident to a very great degree in this miniature photo of the front page, is the abundant and well written contents. Brother Ballard's editorial work is clever, he having an easy flow of good words, a naturally excellent rhetoric and some knowledge as to how a news story ought to be told. His editorial department itself is grand, the subjects being especially well chosen and the literary style good. And it is very unusual that one runs across a sheet so perfectly made up mechanically as this one. The front page is clean — that is evident, as I intimated, from the picture thereof shown herewith — and all other pages are properly arranged — all displayed advertising being placed on the right hand side of each page, with the largest space at the bottom of the columns, and from there on to the top the ads are graduated, according to size, until the smallest specimen tops out the head of the page. This system gives a neatness to the page's appearance that can hardly be otherwise attained, and at the same time enables the running of the greatest number of advertisements next to pure reading matter without being slovenly or inconsistent. Brother Ballard shows good taste in the selection of his head-letters, in the styles of headings employed, and in the writing of them, as well as in the composition of his ads. In fact

The Buckley Enterprise.

BUCKLEY WEXFORD COUNTY, MICHIGAN JULY 26, 1912

F. & A. M. INSTALLATION

BRIEF EPITOMES OF THE WEEK'S HAPPENINGS

TYPHOID LURKS IN WELLS

Gleaned From the Dailies

BIRTHDAY CELEBRATION

MRS. FRED SKINNER DEAD

IS FLAGRANTLY IGNORED

No. 1

there is care and thought in evidence in abundance in every feature of this excellent weekly, which is the factor that counts most in a print shop. I have a little suggestion to offer which will improve the head of this paper: that is, the removal of the heavy double-line head-rule separating the date line from the straight matter, and the use hereafter of only the two light head rules that appear above. This of course will necessitate the omission of anything separating the "slogan" from the title of the sheet, where nothing at all is necessary. The period at the end of the title should also be eliminated, and then, although it is not imperative, if desired, neat little boxes of rule can be inserted at each end of the head, containing some appropriate squib or other, to suit the editor's fancy.

Prairie City, Iowa, Aug. 23, 1912.

Mr. O. Byron Copper, De Soto, Wis.

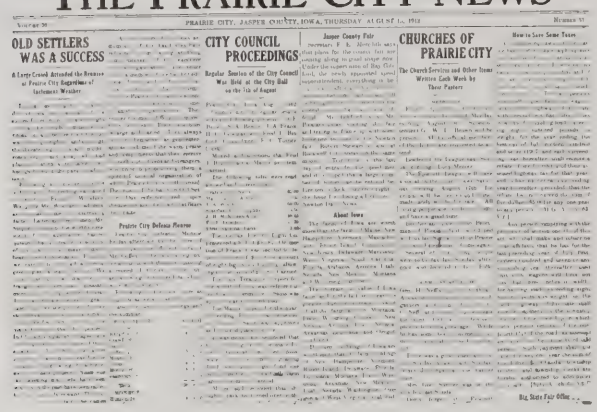
Dear Sir: We are sending you three copies of the Prairie City News for criticism in your department of the Printer-Journalist. As you will see, the paper has changed ownership and the present proprietors, R. F. and Will Randall, have sent in papers for criticism before, while they were employed on the above paper.

Thanking you in advance for any criticisms or suggestions you may make, we are

Very truly yours,

RANDALL BROTHERS.

A good front page is more than half a newspaper, in fact, if the front page is creditable, both in nature of contents and mechanical makeup, the sheet is counted as a good one, even though the balance of the pages may be quite inferior. It is one of the


THE PRAIRIE CITY NEWS

PRAIRIE CITY, JASPER COUNTY, IOWA, THURSDAY, AUGUST 15, 1912

OLD SETTLERS WAS A SUCCESS

CITY COUNCIL PROCEEDINGS

CHURCHES OF PRAIRIE CITY

No 2

natural half-errors of human judgment. I say that such a conclusion is only a half-error, because, if the front page is well done, it alone makes a pretty adequate home weekly. But this Prairie City News is good not only in its first page, its other pages are excellent, too; and that the front page is always a beauty is proved by the three half pictures shown herewith (Exhibits 2, 3 and 4). The three repro-

THE PRAIRIE CITY NEWS

PRAIRIE CITY, JASPER COUNTY, IOWA, THURSDAY, AUGUST 15, 1912

WHAT IS SAID BY EXCHANGES

FUNDS RAISED FOR SIGHTLESS

CHURCHES OF PRAIRIE CITY

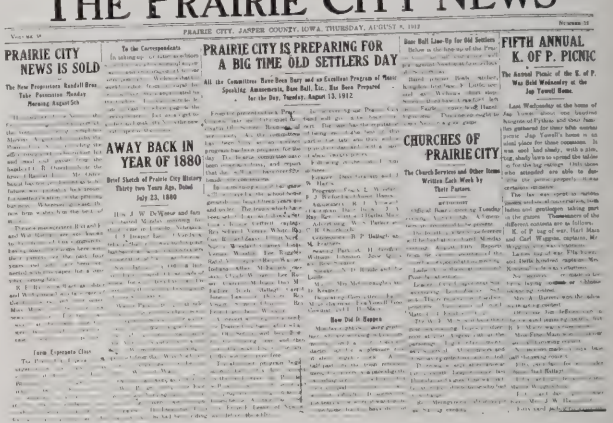
OBITUARY OF MRS. A. ROSE

CANCER CURED SUCCESSFULLY

LODGES WILL HOLD RALLY

No. 3

ductions will serve to illustrate, besides the excellence of the contents and makeup, the variety supplied, without deviating from the regularly adopted styles of typography. Any one of the three styles of makeup is admirable, but No. 3 is doubtless the most pleasing. I have not omitted showing the lower portions of the pages because of any defect therein, for, on the contrary, the whole of these


THE PRAIRIE CITY NEWS

PRAIRIE CITY, JASPER COUNTY, IOWA, THURSDAY, AUGUST 8, 1912

PRAIRIE CITY NEWS IS SOLD

PRAIRIE CITY IS PREPARING FOR A BIG TIME OLD SETTLERS DAY

FIFTH ANNUAL K. OF P. PICNIC

AWAY BACK IN YEAR OF 1880

CHURCHES OF PRAIRIE CITY

No. 4

pages are uniformly commendable, but I have left off the bottoms purely as a matter of economy. As intimated, the first pages of the News are not superior to its inner pages. In point of contents all of the latter, as a rule, are delightful, and occasion-

Local Notes

MEET ALL YOUR FRIENDS AT THE

OLD SETTLERS REUNION

PRAIRIE CITY

TUESDAY AUG. 13TH

Speaker of the Day Ervin F. Leake

Concerts by the Prairie City Band All Day and Evening

Sports of All Kinds With Money Prizes. Free for All

Moving Pictures All Day and Evening at the American

Myrtle Vinton Dramatic Co. at Union Hall at Night

Baseball Newton vs. Prairie City

Make This Occasion The Happiest Event Of The Year

ENJOY LIFE

Chicken Dinner Old Settlers Day

We will serve a Chicken Dinner on Old Settlers Day, Tuesday, August 13. We will also serve

Delicious Ice Cream

during the day

A. A. Jones Restaurant

Old Settlers' Day

Fred J. Christie

Phone Number 6, Prairie City, Iowa

No. 5

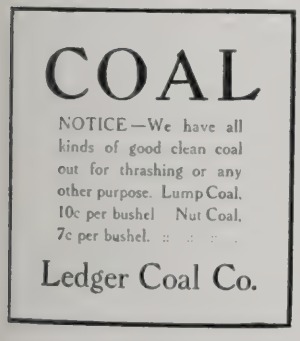
ally here, too, the mechanical arrangement is ideal, as for instance in Exhibits 5 and 6, where, to illustrate the point, it becomes necessary to show the entire page. I ask the reader to note the neat effect and profit by the sight. The gathering of the local

news seems to be the chief and commendable aim of Randall brothers, and they present it to their readers in very good shape. Their editorial remarks are confined to local issues exclusively, which is in

ABSTRACT TALKS
Ladies Attention!
We have been very fortunate in securing the agency for the famous Ideal Tailoring Company and can save you money on your Fall and Winter Suits, Coats and Skirts. Several hundred patterns and dozens of styles to select from. Call and see them
H. F. Baird & Son
D. Kramer & Co.'s 10-Day Clearance Sale
THIS will be a Money Saving Sale to you. Take advantage of No closing of doors to mark up goods beforehand. Everything seasonable to be sold at great reductions from regular prices from
August 15 to 26, Inclusive
10 Days D. Kramer & Co. 10 Days
All Ladies' Oxfords At A Big Discount
Men's Suits
Boys Suits
Big Discount On All Seasonable Goods
Star Shirts
All Straw Hats At Half Price
Men's Felt Dress Hats

No. 6

accord with my own idea. It seems to me that there is an ample array of subjects for the home editor to treat, pertaining to the interests of his home field, without delving into the great national questions which, as a general thing, are covered by the state and national dailies. The office from which the News emanates is evidently well equipped, and


COAL
NOTICE—We have all kinds of good clean coal out for thrashing or any other purpose. Lump Coal, 10c per bushel Nut Coal, 7c per bushel.
Ledger Coal Co.

No. 7

Lumber
And Building Material of all kinds. We have a large stock on hand at the best of prices and grades. ¶It is also about time to give us that order for Maple Block Coal We are now taking orders for Sept 1 delivery
J. H. McKlveen & Co.
Phone 20 Prairie City

No. 8

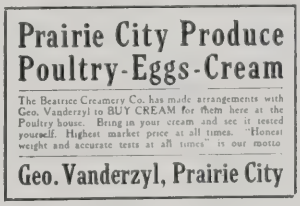
somebody in the shop knows well how to put everything to a telling use. These facts make themselves manifest in both the presswork and advertisement composition, both of which features are high grade. The ad-compositor's simplicity of style and clever manipulation of display faces are pretty clearly demonstrated in the accompanying reproductions (Exhibits 7, 8, 9, 10 and 11). The strong and sensible display in these ads, the proper massing, and the simplicity in design, are all features that commend them strongly as models for the inspiration of

POLAND CHINA HOG SALE
I will sell at public auction at the Blodgett Barn
PRAIRIE CITY, SAT., SEPT. 7
sale to commence at one o'clock
25 HEAD POLAND CHINA HOGS
8 full yearling boars; 17 bred sows, five of them old sows, balance full yearlings, all bred the same week to herd boars and will farrow about the 15th of September. All hogs must be settled for before being removed, and will be cared for over night after the sale, but at the owner's risk
J. H. Woddell, Auct. John R. Buckley, Clerk
S. B. TABOR

No. 9

No. 10

students of the art of typesetting. If the patronage of the home newspaper by local advertisers is any criterion, then it is conclusive that Prairie City, Iowa,


Prairie City Produce
Poultry-Eggs-Cream
The Beatrice Creamery Co. has made arrangements with Geo. Vanderzyl to BUY CREAM for them here at the Poultry house. Bring in your cream and see it tested yourself. Highest market price at all times. "Honest weight and accurate tests at all times" is our motto
Geo. Vanderzyl, Prairie City

No. 11

is a live town, and I am pleased to own the conviction that it is not without a live newspaper, which is the greatest boon any town can boast of.

✣ ✣ ✣

New Richland, Minn., Aug. 5, 1912.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: Under separate cover I am mailing you several specimens of ads as they have recently appeared in "The Star."

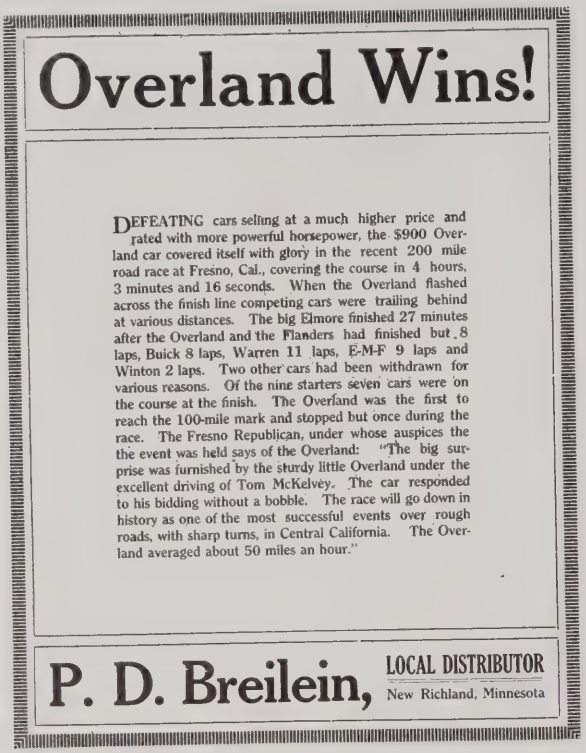
Kindly criticise them as you may see fit, that I may be able to learn their faults.

Very truly yours,

H. E. SIEVERT.

In addition to the ad specimens mentioned above, Brother Sievert has kindly favored me with an intact copy of the Star, of which I am pleased to say a few words prior to launching forth upon an examination of the advertisements. In spite of the fact that displayed ads are run on the face of this paper, it is a creditable, and therefore a praiseworthy, specimen. The print is delightfully even and readable, denoting careful presswork and a good grade of ink. The mechanical makeup is well done, the arrangement of the ads being almost in accord with the dictates of this department of the National Printer-Journalist. A good news-service is the first thing to be commended in any newspaper, and I am pleased to note that the New Richland Star offers that. The editorial work indicates more than common ability and aptitude. As to Brother Sievert's ads, I am going to show a sufficient number of them herewith so that my readers may judge for themselves as to the fairness of my judgment in pronouncing them creditable exponents of taste and

art on the part of their creator. (Exhibits 12, 13, 14 and 15.) I point with particular satisfaction to the first in the lot, which is a specimen, that in every feature it would be difficult to excel. It contains

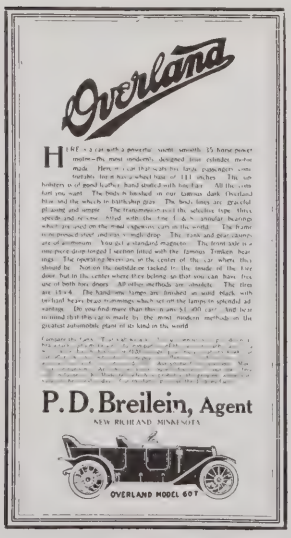


Overland Wins!

DEFEATING cars selling at a much higher price and rated with more powerful horsepower, the $900 Overland car covered itself with glory in the recent 200 mile road race at Fresno, Cal., covering the course in 4 hours, 3 minutes and 16 seconds. When the Overland flashed across the finish line competing cars were trailing behind at various distances. The big Elmore finished 27 minutes after the Overland and the Flanders had finished but 8 laps, Buick 8 laps, Warren 11 laps, E-M-F 9 laps and Winton 2 laps. Two other cars had been withdrawn for various reasons. Of the nine starters seven cars were on the course at the finish. The Overland was the first to reach the 100-mile mark and stopped but once during the race. The Fresno Republican, under whose auspices the the event was held says of the Overland: "The big surprise was furnished by the sturdy little Overland under the excellent driving of Tom McKelvey. The car responded to his bidding without a bobble. The race will go down in history as one of the most successful events over rough roads, with sharp turns, in Central California. The Overland averaged about 50 miles an hour."

P. D. Breilein, LOCAL DISTRIBUTOR
New Richland, Minnesota

just two little defects: The comma following the signature and the two little rules cutting off the line "Local Distributor" from the address. I would have omitted both of these features. The next specimen — also an Overland ad — is a good one, too, though scarcely so pleasing as the first. Here the comma following the dealer's name is



Overland

HERE is a car with a powerful, silent, smooth, 15 horse-power motor—the most modern, designed line exists, no-nonsense, but a handsome base of 111 inches. The upholstery is of good leather, hand studded with tacks. All the cushions are roomy. The finish is broad on our famous dark Overland blue and the whole is trimmed in gray. The body lines are graceful pleasing and simple. The instrument board, the wheels, tops, tires, speedometer—fitted with the time. Each is a popular, leading, which are used on the most expensive cars in the world. The frame is a pressed steel, underslung design. The front and rear springs are of semi-elliptic. You get a standard magneto. The front axle is a one-piece drop forged I section fitted with the famous Timken bearings. The operating levers are in the center of the car where they should be. Both the outside are tucked in the inside of the body door, but in the center where they belong so that you can have room for both key doors. All other methods are obsolete. The tires are 32x4. The handsome lamps are finished in gold black with twin-jewel beam, numerous which set off the lamps to splendid advantage. Do you find more than this in any $1,000 car? And let it be remembered that this car is made by the most modern methods on the greatest automobile plant of its kind in the world.

P. D. Breilein, Agent
NEW RICHLAND, MINNESOTA

No. 13

Spring Is On

We know we have anything you want in

Lace Curtains	TISSUES
Sash Curtains	SILKS
Ladies' House Dreses	PERCALES
Ladies' Wrappers	All kinds of White, Fancy and Plain
Ladies' Aprons	CHAMBRAYS
Children Rompers	Fancy and Plain GINGHAMS
Boys' Play Suits	LACES
Sun Bonnets	EMBROIDERY
	FANCY WORK of all kinds
	Ladies NECKWEAR

Please bear in mind that these goods are all absolutely new. Call early.

Our Grocery Depm't

Our canned goods rank second to none Every can guaranteed. New dried fruits of all kinds. Give us a trial and be convinced we do all in our power to please. ¶Bring us your produce. We pay top prices always. ¶Our Phone is No. 22.

Krueger & Martinson

No. 14

quite permissable and proper, the reason for which I trust, is so plain that it requires no explanation. I I presume these ads were set from copy furnished by the Overland company; but, anyhow, it was, in my opinion, a serious mistake to place the cut of the machine at the bottom of the ad. It is generally conceded by all advertising experts, I believe, that

What Sterling means on silver--what the Pure Food Label means on food--that assurance of first-class quality---you will get in every piece of hosiery that bears the name

Black Cat

America's Handsomest Hosiery

The "ABRAHAM LINCOLN" test for Hosiery: "You can fool some of the people all the time, and all of the people some of the time, but you can't fool all the people all the time."

Apply this test to twenty-eight years' production of Black Cat Hosiery---36,000 pairs manufactured daily--over 8,000 dealers handle these hose as a permanent line year after year.

It Must Have Remarkably Good Quality

This store thoroughly recommends Black Cat for all the family, because of its well-nigh perfect record for giving satisfaction. In the quality of its yarns, the perfection of its knitting, the lustre, beauty, variety, and stylishness of its shades, its sheerness, its snug permanent fitting qualities, its unalloyed comfort, and its durability, tens of thousands of Americans will testify that Black Cat Hosiery leads all others

Sunde's Specials
April 27 to May 4

10c package of Salt	5c
2 packages Jell-O	15c
3 packets Rush Park Seeds	5c
Children's Muslin Drawers Sizes 2 to 12	10c

SUNDE'S Square Deal Store

No. 15

all illustrations should be inserted as nearly as possible toward the top of the ad. Both the other two specimens shown are very cleverly done.

✣ ✣ ✣

Burlington, Wis., Aug. 23, 1912.

O. Byron Copper, De Soto, Wis.

Dear Sir: We are mailing you under separate cover a copy of this week's Standard Democrat as well as two others of recent dates.

May we be favored with a criticism on them? We take considerable pride in our make-up, paper, etc., and would like the opinion of someone better versed in the matter.

We received a sample copy of the National Printer-Journalist this month and as we had been looking for a magazine more for newspaper men, immediately sent in our subscription.

Yours truly,
ZIMMERMANN & SON.

There is nothing that pleases me so much in my connection with this department of the National Printer-Journalist, as to come in contact with live newspaper-makers who take pride in their work. Show me a man who does pride himself in his work, and, nine times out of ten, I will be able to show you a man who is doing well. Of course, he will not be perfect; none of us are. There will be things connected with his work which are wrong, and on which he will be in need of friendly advice, but if he is consumed with a burning enthusiasm for his vocation, his work is sure to be above the average. And so I find the Standard Democrat of Burlington, Wisconsin. It is in many repects high above the average. The Standard Democrat is a big sheet — seven-column quarto, and all but two pages printed in the home office. In contents it is especially

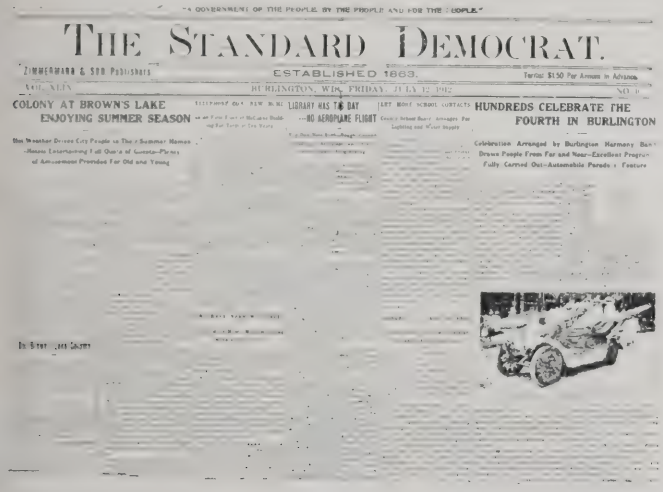
deserving of my praise. All of its many great columns are quite filled with news. To be sure, it takes a lot of advertising to make much of a showing in large pages like these, and especially where there are six of them over which the ads may be distributed, but I submit that the advertising patronage is somewhat light — but, then, these copies of the Democrat were issued during the "dull" season, by which I mean just the season in which dealers most need advertising, but do not use it. This big paper is published by Zimmermann & Son, the senior member of the firm, I take it, acting as editor-in-chief, while the junior member is styled in the sub-head as local editor. Both acquit themselves of their editorial duties with credit. "Old Hickory Chips" is a caption under which "the old man" of the office says some terse things, like the following, for instance:

A man may praise a woman's pie, but that is no sign he will eat it.

Democrats will have to be respectful to one another. The republicans used up all the cuss words.

The trust that really could dissolve is the sugar trust, and it has so much sand.

I think the fact that this is "good stuff" is so apparent that I need not mention the fact. I much admire the modest styles of typography maintained by this paper, and the mechanical makeup is in the


"A GOVERNMENT OF THE PEOPLE, BY THE PEOPLE AND FOR THE PEOPLE."

THE STANDARD DEMOCRAT.

ZIMMERMANN & SON Publishers — ESTABLISHED 1863. — Terms $1.50 Per Annum in Advance.

VOL. XLIX — BURLINGTON, WIS., FRIDAY, JULY 12, 1912 — NO. 9

COLONY AT BROWN'S LAKE ENJOYING SUMMER SEASON

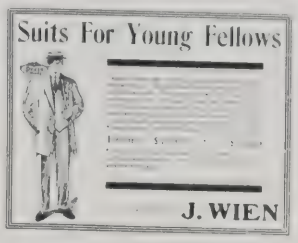
LIBRARY HAS T'D DAY

NO AEROPLANE FLIGHT

HUNDREDS CELEBRATE THE FOURTH IN BURLINGTON

No. 16

main excellent, especially as regards the first page, a portion of which is reproduced in Exhibit 16. Once in a while the adman does something pretty "nifty," too, as for instance Exhibits 17, 18 and 19. There are just two matters anent which I am moved to write at this time, for the improvement of this paper. One pertains to the mechanical makeup generally. The first page is all right, but there is opportunity for better things in the other pages, by making them up in accordance with the ideal plan outlined so often in these columns, in fact, as outlined in detail in the review of the Buckley Enterprise, a few paragraphs back, and so well illustrated in Exhibits 5 and 6, specimen pages from the Prairie City, Iowa, News. The other is in regard to the title of this paper. Do you know what this heading of the Standard Democrat reminds me of? I was reared on a farm. In my boyhood our farm was fenced and cross-fenced with rails, zig-zag effect, and otherwise. I mention the zig-zag kind, which I believe were called "worm fences," because this particular kind of fence covered a good deal of valu-

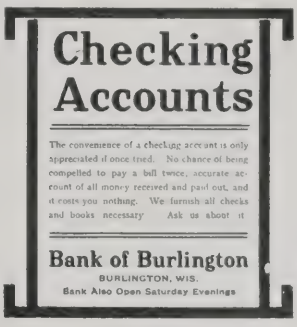


No. 17

able ground; nothing like the economical strip now occupied by our neat, modern, woven wire fences. And while father and the men were busy with the crops and other matters of a season these fence rows became often overgrown with weeds and underbrush. And with no insult intended, that's just exactly what this heading in the Democrat reminds me of. To finish my reminiscence, let me add that then, whenever opportunity offered, it was father's

Buckwheat Seed
Silver Hull and Japanese
Millet and Hungarian Seed
Chicken Feeds, Cracked Corn, Corn Meal, Beef Scraps, Blood Meal, Oyster Shells, Chick Starter, Poultry Mash, Lice Killer Etc
Burlington Feed Co.

No. 18


Checking Accounts
The convenience of a checking account is only appreciated if once tried. No chance of being compelled to pay a bill twice, accurate account of all money received and paid out, and it costs you nothing. We furnish all checks and books necessary. Ask us about it
Bank of Burlington
BURLINGTON, WIS.
Bank Also Open Saturday Evenings

No. 18

practice to rebuild the fences and clean out the fence-rows. And that's just exactly what Brothers Zimmermann & Son ought to do with their title. The title line itself is very nice. The period ought to be cut off, however, and at least two of the head rules eliminated. I would suggest further that the line from Lincoln, that now appears above the title, be set in a smaller face and centered immediately under the title line. Then I would put "Established 1863" in the left hand extremity of the date line, the date in the center and the volume and number in the right-hand extremity. The balance of the information appearing here could better be given in the sub-head over the editorials. The two head rules which I suggested removing are that over the title and that heavy one just above the straight matter.

\+ \+ \+

Whitesville, N. Y., Aug. 16, 1912.

C. Byron Copper, De Soto, Wis.

Brother Copper: I am sending you under another cover recent copies of the Genesee Times and the Whitesville

News. I am not sending these to you especially for criticism, but merely because I thought you would be interested in me, as I claim to be the youngest editor in the United States of two different papers in two different states.

The Whitesville News is owned by the Crescent Press, incorporated, of Whitesville, N. Y. The Genesee Times is owned by the Genesee Times Publishing Co., incor-

H. M. PEET
Editor Whitesville, N Y. News; Genesee, Pa., Times

porated, of Genesee, Pa. Both concerns have a good business and have two separate printing plants, yet the stockholders of one are the stockholders of the other. However, the printing is all done at the Whitesville office, where we have a well equipped plant, with linotype, etc.

GENESEE TIMES.

For a Bigger, Better and Busier Genesee

ODD FELLOWS DIST. MEETING

FIREMEN HAVE A BIG TIME

STEERING GEAR IS DANGEROUS

WELLSVILLE FAIR AUG. 20 - 23

FARMERS LOSE MUCH MONEY

REUNION WAS A SUCCESS

Much Mystery Ove "Spirit" Well

Is "Coudere" Better Than Coudersport

Found Dead After Continued Sickness

No. 20

Whitesville is a town of about 500; Genesee is a town of about 400. They are complements of each other — Whitesville being an aristocratic retired farmers' resident town, while Genesee is a manufacturing town. The Times has a circulation of about 600, the News has a circulation of nearly a thousand.

You will no doubt understand by the above paragraph that it is no easy matter to edit both papers at the same time. I have to cater to the tastes of two different classes of people, therefore each paper has to be distinct from the other.

Mr. O. A. Kahsnitz, the foreman of the printing department is a young man about twenty-two years of age. I am a little over twenty, having been born in the year 1892 on April 22. The linotype operator is about twenty, and the devil and compositors, range from fifteen to eighteen. So you see the Times and the News are the output of the "younger-blood." Mr. Kahsnitz exercises considerable care in making up the publications, but he does not know I am sending you copies of the papers or he would ask me to wait until he had the opportunity to put out an especially neat number. However, I thought it better to let you see us as we were, and not on dress parade.

I am also sending a recent photograph of myself and if you think the subject matter of this letter is worthy of mention in the National Printer-Journalist I will appreciate any favor you may do for me.

I would value personal criticism, and would like a reply from you.

I am sincerely and fraternally,

HERBERT WALTER PEET,
Editor.

I am sure that those who have perused the foregoing letter were repaid by the feeling of interest which it inspired. I am fortunate enough herewith

The Whitesville News.

FRIDAY'S PICNIC A BIG SUCCESS

3,000,000 TREES HAVE BEEN PLANTED

STEERING GEAR IS DANGEROUS

FIREMEN HAVE A BIG TIME

Is One of the Lucky Boys

Baracas and Philathes Meet

Auto Club Going to Portage Falls

Oswayo Alumni Hold Reunion

Highways to Have Road Signs

Paid Out $2,440.40 for Live Stock

No. 21

to show a picture of this young editor, whose work in the two papers mentioned is very good. He has a frank, convincing style and writes easily and fluently. His news stories in both sheets are numerous and well told, as a rule, some of these being usable in both papers. In the main, however, except on close examination, no one would guess that these two papers, the Whitesville, N. Y., News and the Gen-

esee, Pa., Times, were the product of the same office. Each has its distinctive styles of typography and even its distinctive grade of stock. To better illustrate the distinction I am showing herewith the first pages of both publications of the issue of the same week, August 15. (Exhibits 20 and 21.) One who will think of it a moment can easily imagine what a task Editor Peet is up against. The News is an all-home-print sheet, whereas the Times has a ready-printed interior. Otherwise the two papers are about equal in merits. As stated, the editorial work is creditable, and, in the main, so is the typographical style. As touching the latter, the stair-step style of heading is all right; but more care ought to be exercised in seeing that the two lines are a trifle longer than most of these in these publications, and somewhat more equal as regards the length of each. The sub-heads set with a hanging indention, as it is termed, is orthodox enough, but

THE RAPID CITY DAILY JOURNAL.

NO. 8154 RAPID CITY SOUTH DAKOTA WEDNESDAY, AUGUST 7 1912 PRICE FIVE CENTS

BISHOP LOCCOCK IS WELCOMED TO BLACK HILLS BY RAPID CITY

Ducks Greatest Fly Consumers, Say Keep Catching Pests

BIG BULL MOOSE SOUNDING KEYNOTE OF PROGRESSIVENESS UNDER TWELVE PRINCIPLES

Points Out Helplessness of Old Parties—Right of People to Rule and Those of Wage Earner—Caters to Farmer Vote—Finds Panacea for High Cost of Living—Tariff, Conservation and Currency Discussed.

"STANDS AT ARMAGEDDON AND BATTLES FOR THE LORD," IS WAY COLONEL PUTS IT

Prisoner Fools Deuel County Sheriff With Dummy and Escapes

ROOSEVELT IN FROCK COAT, SILK HAT GETS AN HOUR'S APPLAUSE

GOVERNOR JOHNSON SELECTED FOR PLACE AT TAIL OF TICKET

LECTURES TO LARGE AUDIENCE TWENTIETH CENTURY IDEALS

6 YEAR OLD BOY DROWNS IN FOUR TIMES HIS AGE IN INCHES OF WATER

SENATE MAKES $100 000 FUND AVAILABLE ALL ALONG MEXICAN BORDER

DEMOCRATS BLOCK PLAN FOR TWO BATTLESHIPS

WILSON SELECTS FINANCE ENGINEERS FOR CAMPAIGN

TAFT BECOMES SOLE DICTATOR IN PANAMA

MEEROYS ENTERTAIN AT THEIR SUMMER HOME, CAMP SUPERIOR

WILSON'S NOTIFICATION ENTHUSE LITTLE SEA GIRT ATLANTIC TOWN

MILWAUKEE MAKING CHANGES IN OFFICIALS

CATTLE RUSTLERS WORK NORTHWEST PART OF STATE LIKE OLD TIMES

BEACHEY GANTZ BUNK MATE MEETS ACCIDENT

ROOSEVELT ELECTORS ARE EASILY CHOSEN IN KANSAS PRIMARY

REFUGEES FEAR FOR SAFETY OF FRIENDS FLEEING TO BORDER

COUNSEL FOR DARROW IN CONTEMPT COURT FINED, SENT TO JAIL

I and Theodore," Battle Cry of Prophet Veliva

No. 22

not so tasteful, I think, as the inverted pyramid style. I regret that I must say that the advertisement composition is not of a very high order. It is lacking principally in nicety of design and massing — and, remember, to urge these features is not to ask the compositor to put any more time upon the work, at all; for a well designed, well whited-out ad can often be set, by one who knows how, in less time than the ordinary kind. The compositor wants to study the advantage of bunching, blocking, or massing his body matters, the beauty of wide white margins and groups of black and gray masses in type-setting. The presswork is quite fair.

✣ ✣ ✣

Rapid City, S. D., Aug. 7, 1912.

O. Byron Copper, De Soto, Wis.

Dear Sir: Inclosed are other front pages of the Journal, which you may think better than those sent formerly. You will note that I have changed heads since you reviewed the others. Thanking you for your interest, I remain,

Very truly,

ALBERT F. WELLS.

I do not now recall the earlier specimens from this contributor, and, as I write, I have not a file of the National Printer-Journalist at hand for reference, but I have to congratulate Brother Wells, any way,

THE RAPID CITY DAILY JOURNAL.

NO. 8149 RAPID CITY SOUTH DAKOTA THURSDAY, AUGUST 1 1912 PRICE FIVE CENTS

REPUBLICANS SEEKING METHOD TO HAVE TAFT ELECTORS ON TICKET

Rockefeller Has To Get Into Office Through Barber Shop

OROZCO DECLARES HE DOES NOT RECOGNIZE GOVERNMENT OF U. S.

REFUGEES ARRIVING IN EL PASO BY HUNDREDS FROM ACROSS BORDERS

Gotham Girl Wears Stockings of Gold, Costing $100 a Pair

DARROW ADMITS THAT SENT AND RECEIVED TELEGRAMS BY CODE

CAMPAIGN FOR "BILL BOOSER" FOOLISH BECAUSE HE'S BOLTER

CASE PROBABLY LOST THIS WEEK

NASH HELD UNDER $100 BONDS FOR ASSAULT ON RYTHER WITH BIG ROCK

REDFIELD WILL MISS MEETING TAFT AT HOME

BEVERIDGE NAMED FOR GOVERNOR OF INDIANA

RECIPROCITY AUTO TRIP PLANNED TO DEADWOOD

VALIDITY LICENSE MUST BE SETTLED BY COURT

CONGRESSIONAL DELAY MAY PREVENT USE OF BIG DITCH NEXT YEAR

WASHINGTON PUTS THIRD PARTY TICKET IN FIELD

PIONEER COUPLE CELEBRATE THEIR GOLDEN WEDDING

MISS TONNER WINNER IN PIANO CONTEST AT BEACH & GANTZ STORE

HISTORIC SOUTHERN HOTEL CLOSES DOWN

WASHINGTON WARNED THAT POWER REBELS GREATLY AUGMENTED

ONE MEMBER OF "HOLE IN WALL" GANG CAPTURED

COLORADO'S ASSEMBLY ENDORSES TAFT AND NAMES STATE TICKET

REBELS TRYING TO INCITE U. S. INTERVENTION

Electrify Children, Inspires Their Mental Activities

IRRIGATION BILL PAID OVER PRESIDENT'S VETO

Climb Beltrey on Way to "Meet God;" Is Fatally Injured

No. 23

on the general excellence and neatness of the present makeup of the Journal's front page. I am continually talking about the beauty of "massing" in advertisement composition, and am reminded by these specimens from Brother Wells, that it is also a feature that can be incorporated into the making up of a newspaper page. It is not hard to see, and admire, the masses in these page specimens from this South Dakota printer. (Exhibits 22 and 23.)

✣ ✣ ✣

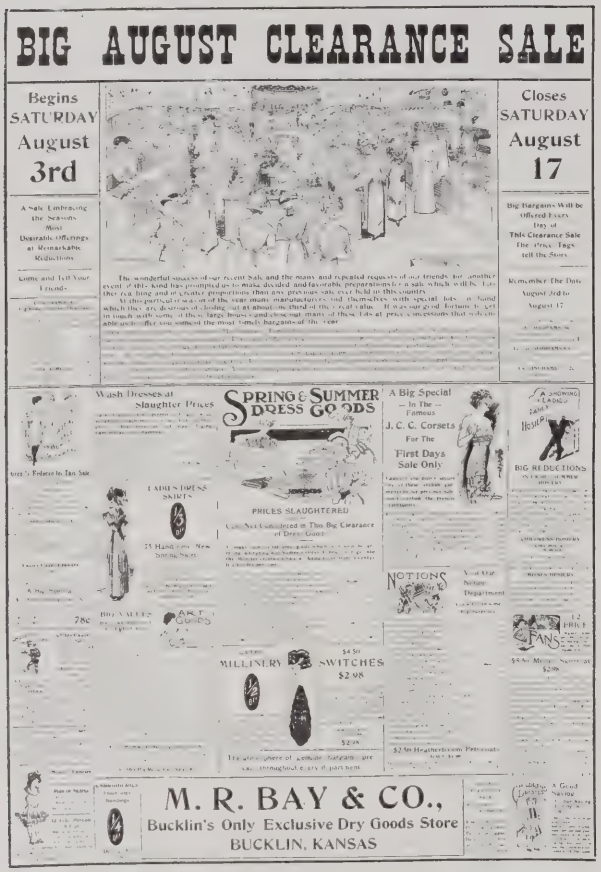
Bucklin, Kan., Aug. 13, 1912.

Mr. O. Byron Copper, De Soto, Wis.

My Dear Copper: I am sending you herewith a copy of a double page ad which appeared in the Banner August 1. While it is my own work, I am inclined to believe it is a pretty decent job for a shop as limited on equipment as one must necessarily be in a town of 650 population in

this western country. If it is not presuming, would like your opinion of the work.

Fraternally, J. B. MILLER.

This is indeed a fair piece of work to emanate from a small country shop. It is well laid out, well illustrated and displayed as well as I presume was

No. 24

possible under the circumstances. It shows good enterprise on the part of the Bucklin merchant and true grit in Brother Miller in having the nerve to tackle such a stupendous job. If there are any defects in this ad, they will show up more clearly in the reduced reproduction (Exhibit 24) but in the original I do not detect any to speak of.

✣ ✣ ✣

A Correspondence Course in General Bookkeeping and Cost Accounting for Printers

The Extension Division of the University of Wisconsin, through Mr. Meyer, of Milwaukee, presented to the United Typothetae, at its recent convention, a plan for a correspondence course on the subjects named above, that resulted in the adoption of the following preamble and resolution, as reported by the Committee on Resolutions:

Whereas, The University of Wisconsin, Extension Division, proposes to offer a correspondence course in General Bookkeeping and Cost Accounting for Printers, in conformity with the Standard Cost-Finding System, and

Whereas, The benefit to be derived from such a course is one of general uplift to the printing trades and greatly aids the work of introducing cost systems in printing plants; therefore, be it

Resolved, That the United Typothetae of America, in convention at Chicago, September 3-6, 1912, does hereby endorse the action of the Extension Division of the University of Wisconsin and most heartily recommends this course in General Bookkeeping and Cost Accounting for Printers to the careful consideration of the printing trades.

NOTES FROM SECRETARY'S OFFICE, NATIONAL PRESS ASSOCIATION

It may be interesting to the members of the National Press Association to know that the secretary has received invitations for the 1913 meeting from the following cities:

Colorado Springs, through the chamber of commerce.

New Orleans, through the New Orleans Convention and Tourist Bureau.

Niagara Falls, through the Niagara Falls Bureau of Conventions.

San Francisco Convention League has already filed a very cordial invitation for the association to hold its meeting in that city during the progress of the Panama-Pacific International Exposition in 1915.

Several strong letters have been received from individuals urging the association to hold its 1913 meeting at Indianapolis.

The secretary has also received some cordial suggestions from members that it was time the association tour Yellowstone Park again, intimating that if the 1913 meeting could be held at Denver, Yellowstone Park could be made a side issue very nicely, and that it would mean a very attractive outing for the membership.

It is probable that some action on this will be taken at the first meeting of the general executive committee. At this time it is hard to say just when the committee meeting will be called.

The secretary of the association desires to acknowledge through the Journalist the very generous response from all who enjoyed the South Dakota outing, and to thank them for the very generous way in which they have acknowledged the courtesies extended to them by the cities of South Dakota visited on the trip.

It may be of interest to the fraternity to know that the secretary proposes to keep an accurate check, and a scrap book, of everything that is said or written by the publishers in acknowledgment of courtesies extended the membership whenever and wherever they are being entertained. The reason for this is that it is frequently intimated that the "Press Gang" do not acknowledge these matters in a way to warrant a community in extending them a glad hand, and the secretary hopes to be able to counteract this sentiment by showing to the public that newspaper men are generous in their praise of hospitality extended.

✣ ✣ ✣

Walter W. Weaver has resigned as general manager of the Portsmouth, Ohio, Daily Blade. He is succeeded by James A. Ettinge who has been associated with Mr. Weaver as advertising manager of the Blade for the past year.

A year ago last May Mr. Weaver and William M. Miller of Columbus, Ohio, took over the Blade and equipped a new plant for the paper. Last November Mr. Miller retired from the business, and the paper was incorporated with Mr. Weaver as head of the new company.

Mr. Weaver received his newspaper training in Springfield, Ohio, and was manager of the Springfield Daily News. He afterwards went south and was connected with the Observer publications at Charlotte, N. C., until he became associated with William M. Miller, and they purchased the Blade. He is still president of the Portsmouth News Publishing Company, but is looking for a connection with some paper in one of the South Atlantic states, where he is desirous of eventually acquiring a paper, or an interest in one.

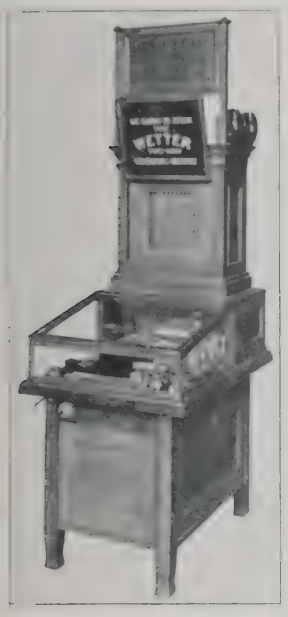
James A. Ettinge, Mr. Weaver's successor, is a very capable man with considerable experience in the advertising field.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

A CLEVER EXHIBIT BY THE WETTER COMPANY

Among the exhibits at the recent convention of the National Press Association, held in Chicago in June, the showing made by the Wetter Numbering Machine Company is entitled to special mention.



Numbering machines for use on printing presses are generally type-high, and in order to magnify the details of construction and show the machines to better advantage the Wetter company exhibited an enlarged model.

The exhibit also showed one hundred machines of the pattern used for numbering trading stamps, all in one gang, which together with the enlarged machine, and also a very diminutive one, made especially for exhibition purposes and only three-eighths inch high, were all in operation and attracted attention of even those who were not users of machines of this kind, on account of the ingeniousness of the display. All visitors were impressed with the constant changing of the numbers on the different machines and expressed surprise at the accuracy of the automatic movement, voting the exhibit a striking exemplification of mechanical accomplishment. We regret that our illustration cannot do justice to this exhibit.

✣ ✣ ✣

AULT & WIBORG

Among the many exhibitors in the great Exhibition Hall at the second Ohio cost congress will be found Ault & Wiborg Co., printing ink manufacturers.

This company commenced the manufacture of printing inks in 1878 with right ideals as to perfection in quality and efficiency in service, and have won a position foremost among the printing ink manufacturers of the world. The ideal lead to the employment, at the very first, as chemist, the very best authority then available, Millochau of Paris, and adhering to this policy, they have trained and developed an expert corps of scientifically trained men to head their establishment.

They have had strength of determination to hold fast and to realize, but they have reached highest realization by early striking from the old beaten paths and reducing to a strictly scientific basis every activity of their business, from the initial purchase and handling of raw materials to the marketing of the finished goods, with the mottos and principles of "Superior Quality," "Prompt Service" and "Reasonable Price," ever in view.

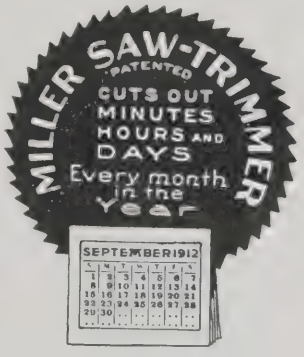
There is before us as we write, a book recently issued by the Ault & Wiborg Co., that is worth while as a surpassingly perfect specimen of artistic typography. Its chief purpose is to show the Ault & Wiborg Inks, but the "Foreword," covering the first six pages, is worthy of study for the thoughts and lessons contained therein as to business efficiency and the ways to worthy success, as well as for the beauty and perfection of composition or letter press, the display and border work, the painting in red, black and gold.

One handsomely arranged page shows portraits of the officers and managers, twenty in number, of the company, with L. A. Ault, president and treasurer, in the center. L. B. Ault is secretary, and R. W. Hochstetter, vice president. C. H. Ault is manager of London, Eng., house. There are houses with managers, whose portraits are shown, at Philadelphia, Minneapolis, Chicago, St. Louis, Buffalo, Atlanta, New York, San Francisco, Boston, Cleveland, Buenos Aires, Paris, France; London, England, and at Toronto, Montreal, and Winnipeg, Canada.

We visited the Ault & Wiborg factory at Cincinnati, first in 1888, and the contrast between the little structure in a narrow valley, and the great brick buildings on the enlarged grounds that we viewed on a visit one day last month, on September 20, and that are shown in all their substantial proportions and beauty in the book, gave occular demonstration of the wonderful growth.

NOVEL LETTER INCLOSURES HAVE BIG VALUE AS ATTENTION GETTERS

The value of clever novelties which may be used as letter enclosures cannot be overestimated. The fact that they arrest attention if even for an instant makes the use of such novelties worth while. These latter novelties are made of celluloid paper or some other material, the weight of which will not require additional postage. Here is a letter enclosure made from a red gummed sticker with a little calendar pad attached at the bottom. The sticker is about two and a quarter inches in diameter, while the pad at the bottom is about an inch square.



These pads are provided with a sheet for the balance of the months in 1912 and the first half of the year 1913.

This novelty is being used by the Miller Saw-Trimmer Company, of Alma, Mich. Note the design of the sticker, which resembles that of a circular saw. The sticker also carries a good sized advertisement. These stickers were recently inclosed in a number of form letters sent out by this company to the printing trade. One was tipped onto each letter so that it was sure to come out with the letter. Another one of the stickers was placed into the letter loose.

Any person opening a letter of this sort is sure to be attracted by the striking red sticker. The fact that it has a calendar and is useful creates a desire to keep it. Instinctively one is moved to moisten the sticker and put it up in some prominent place near the desk where it will be handy for reference.

The advertising value of this sticker, calling out its message about Miller saw-trimmers, cannot be reckoned in dollars and cents, but there is no denying the fact that it does have a value and does serve a most excellent purpose. Perhaps the printer has just had some difficulty in adjusting a similar machine of a rival make. He has fiddled away a lot of time perhaps in doing the work. When he returns to his desk, here is a reminder that if he had a Miller machine in his shop he could do his work better and more rapidly. The next time the Miller

saw-trimmer people present their proposition to him, he is in a receptive mood for their arguments.— The Novelty News.

✣ ✣ ✣

BUTLER'S EXHIBIT AT THE UNITED TYPOTHETAE CONVENTION IN CHICAGO

The magnificent exhibit of paper and advertising of the J. W. Butler Paper Company at the Twenty-sixth Annual Convention of the United Typothetae was a sight that will remain long in the eyes of those who were fortunate enough to see it. One was instantly impressed by the splendid and thorough manner in which this exhibit was prepared and handled. It was, as many printers expressed it "a treat" to inspect the many

Two views of J. W. Butler Paper Co's. Exhibit of Paper and Advertising at the Recent Convention of the United Typothetae held in Chicago.

supurb specimens of printing produced on the different papers carried by this house.

Considerable interest was shown in the specimens of sulphite, coating, rag pulp, and other ingredients used in the manufacture of paper. It was almost like visiting the mill in person, to examine these specimens and have the representatives of this company describe the different processes.

Each visitor was given gratis a copy of the publication "The Story of Paper Making," issued by this company and declared by experts to be one of the most enlightening publications on paper-making ever written.

The Butler Paper Company makes it a policy to assist their customers in every way they can to produce the most effective work on their papers, and the remarkable collection of catalogs and advertising matter, produced by their customers and shown at this exhibit, bore evidence of the value of this sort of co-operation.

Progressive Printers, as Shown by Recent Installations of Miller Saw-Trimmers

Chicago, Ill.— H. O. Lindsay Co. recently installed a Miller Universal Saw-Trimmer in their composing room. . . . Superior Typesetting Co. added a second Miller Saw-Trimmer to their plant equipment. . . . Among the Chicago printers who added a Miller Universal Saw-Trimmer with router and jig-saw attachment, together with a number of small attachments, in August, are: Rand-McNally & Co., Max Stern's Sons, and United States Sample Co.

Rockford, Ill.— Rockford Printing Co. recently purchased a Miller Universal Saw-Trimmer through Keystone Type Foundry Co., Chicago.

Grand Island, Neb.— Independent Publishing Co. installed in their plant a Miller Special-Purpose Saw-Trimmer through the American Type Founders Co., Kansas City.

Des Moines, Iowa.— C. N. Pumphrey has added, through Barnhart Bros. & Spindler, Chicago, a Miller Special-Purpose Saw-Trimmer.

Minneapolis, Minn.— A recent purchaser of a Special-Purpose Miller Saw-Trimmer is Minneapolis Daily News.

Sacramento, Cal.— J. M. Anderson has purchased a Miller Universal Saw-Trimmer, to be used for both newspaper and job work, through Keystone Type Foundry Co., San Francisco.

Washington, D. C.— Barnhart Bros. & Spindler recently installed a Miller Universal Saw-Trimmer with router and jig-saw attachment, in the office of the Washington Post. The modern daily, large or small, finds this complete equipment a great saver of time.

Battle Creek, Mich.— Battle Creek Daily Journal recently purchased a Miller Special-Purpose Saw-Trimmer for their newspaper ad alley.

Terre Haute, Ind.— Terre Haute Star recently purchased through F. Wesel Mfg. Co. a Special-Purpose Miller Saw-Trimmer for their newspaper plant.

Boston, Mass.— Stetson Press has added to its composing room equipment, through American Type Founders Co., a Miller Universal Saw-Trimmer.

Lynn, Mass.— Keystone Type Foundry, Philadelphia, installed a Miller Universal Saw-Trimmer in the composing room of Hastings & Sons Publishing Co., during the past month.

Philadelphia, Pa.—Walther Printing House has added a Miller Universal Saw-Trimmer to its composing room equipment, through American Type Founders Co., Philadelphia.

Milwaukee, Wis.— Milwaukee Electric Railway and Light Co. have just purchased a Miller Universal Saw-Trimmer through Milwaukee Printers' Supply House. . . . The Milwaukee Times, the south side weekly, installed a Miller Universal Saw-Trimmer with router and jig-saw attachment, brass saw, and other attachments. This makes forty Miller Saw-Trimmers in Milwaukee.

St. Louis, Mo.— Nixon-Jones Printing Co. have added a Miller Universal Saw-Trimmer to their composing room equipment, through Western Type Foundry.

Watertown, N. Y.— Hungerford-Holbrook Co., through the American Type Founders Co., have purchased a Miller Universal Saw-Trimmer, together with router and jig-saw and other small attachments.

Lynchburg, Va.— Virginia Progressive Publishing Co., Lynchburg, Va., installed a Miller Special-Purpose Saw-Trimmer as part of their initial equipment for the publication of the Lynchburg Progress and Virginia Progressive.

"QUEEN CITY READY REFERENCE BOOK"

This book, gotten out by the Queen City Printing Ink Co. of Cincinnati, is a most convenient complete little book. It is so arranged as to show, between the flexible cloth covers, more shades and effects of colors, secured by the use of the inks of this old and reliable ink manufacturing establishment, than can be found by reference to a collection of regular ink specimen books. The first thirty pages show one hundred twenty different shades in solid type and half-tone effects.

The following five pages illustrate Queen City Double Tone Inks of different colors in use on four illustrations of natural scenery, rustic buildings and water views, while the remainder of the book exhibits the various Queen City Inks from "Special Quick Drying Bond," "Gloss Red," "Gloss Black," "Speedlimit Black," and so on to the "Gold and Aluminum Inks" and "Poster" and "Cover Inks," with prices given.

There is a wonderful completeness in the book. It is supplied with neat silk cord for hanging in convenient place for reference. It affords opportunity for study of ink and shades of colors, yet if the shade or character of ink desired is not found therein, the Queen City agrees to match perfectly any proofs submitted. The company has an experience of fifty years or so in ink making and is ready to guarantee quality and satisfaction in shades or colors.

* * *

The Printing Machinery Company, of Cincinnati, Ohio, manufacturers of the Warnock Diagonal Block and Register Hook System, whose ad appears on another page, make a very novel and attractive offer to the printing trade, which is to allow 50 per cent of the cost of the old metal base equipment that printers may be using on an order for a like amount for their Warnock Diagonal Block and Register Hook System.

Their system is in use by some of the best printers in the country, and has shown a very substantial saving over any other system. It is adapted for any class of plate printing, and is particularly efficient on the finer classes of work where close register is necessary.

The Printing Machinery Company have a splendid reputation in the trade, and their product is highly spoken of by those using it, which is, after all, the best recommendation of their material. A postcard to them will bring all the information, and their liberal offer will allow the printer to modernize his plate mounting devices at a reasonable cost.

They also manufacture the Sterling Small Section system and the Sterling Aluminum Expansion Book Block, the latter being a new product, which is meeting with considerable favor from publication houses.

WETTER
TYPE-HIGH NUMBERING MACHINE
Sold at Right Prices by All Type Founders and Dealers
Wetter Numbering Machine Company 343 Classon Avenue, Brooklyn, New York, U. S. A.

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WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

CHANCE for experienced printer-salesman, invest in job department daily newspaper, taking charge; $20,000 annual earnings trebled by going after. Also $2,000 office supplies line. Business growing beyond newspaper force. Northwest, care of Printer-Journalist, 4618 W. Ravenswood Park, Chicago.

THE MERCHANTS' ASSOCIATION of a progressive town of 6,000 wants a live daily newspaper. Excellent opportunity for the right man. Write A. E. Allen, Jersey Shore, Pa.

Bargains in Printing Presses

FOR SALE

FOR SALE—One Cox Duplex Printing Press. Prints 4-6-8 pages. Overhauled and rebuilt. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

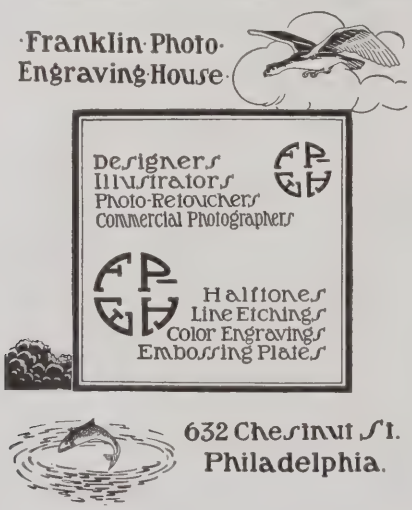
FOR SALE—One Goss Pony Straightline Press. Prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price. THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—One Goss Four-deck Straightline Press, prints from 4 to 32 pages; one Goss Three-deck Straightline, Press prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price. GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., Chicago, Ill.

FOR SALE—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12 pt. matrices, Rogers Tabular Attachment. Address "Bargain," care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago.

WANTED SALESMAN—Selling printers on commission to handle Riessner's Gold Ink as a side line. Address T. Riessner, 57 Gold Street, New York City.

FOR SALE—21x28 Cranston pony, in good condition. Red Wing Printing Co., Red Wing, Minn. tf



Read by British and Colonial Printers the World Over

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2 per Annum, post free. Specimen Copy sent on receipt of 35 Cents

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, De Montfort Press
LONDON, Thanet House, 231 Strand, W. C.

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues.

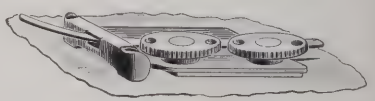
Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency Method of attaching does not interfere with raising tympan

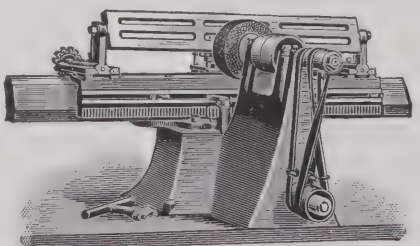
Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York
From us or your dealer. *Free Booklets.*

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1 25 set of 3 with extra tongues.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

When
You Need
Engravings
FOR ADVERTISEMENTS,
YOUR PAPER, LETTER HEADS,
OR BOOK ILLUSTRATIONS,
Remember and

"WRITE TO
SANDERS
ST. LOUIS"

ENGRAVINGS
BY EVERY MODERN METHOD
WE ISSUE SPECIAL SPECIMEN BOOKS
SHOWING WORK BY THE DIFFERENT PROCESSES.
TELL US WHAT YOU ARE FIGURING ON AND
WE WILL SEND SPECIMENS WITH PRICES
Sanders
Engraving Co.
ST. LOUIS
MO.

THE THINGS WE DO

DRAWINGS
of any description,
and for every purpose, in
PEN AND INK OR WASH.
FOR LETTERHEADS,
CATALOGS, COVERS,
MAGAZINES OR
AD. DESIGNS.

MECHANICAL DRAWINGS
FROM BLUE PRINTS OR PENCIL SKETCHES.
BIRDS-EYE VIEWS.
RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS,
COLOR WORK OF EVERY
DESCRIPTION, IN TWO, THREE
OR MORE COLORS, WOOD
ENGRAVING, WAX ENGRAVING,
ELECTROTYPING, STEELOTYPING,
NICKELTYPING STEREOTYPING,
COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.

CONSULT
The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

TYPO
15th Year

WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

RATINGS
MOST CAREFULLY REVISED
and based upon substantiated statements
and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

THE INCREASING USE

of Cutters that Cut—the kind that Royle makes, proves their superiority over cheaper imitations.

Write for circular.

John Royle & Sons
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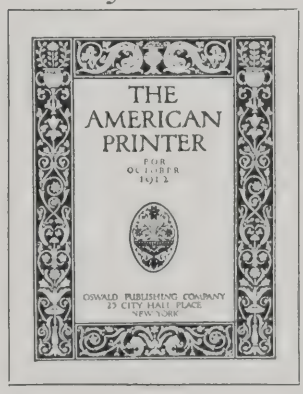

Have you followed the advancement in printshop proficiency and efficiency? There are several articles on this subject in the

October number of
The
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Employers, executives, and ambitious printers will find inspiration in this splendid number of America's great printer's magazine. A few of the several hundred articles in the October American are: "Finding Costs in the Roycroft Shop," "The Printing Solicitor," "Placing Non-Chargeable Time," "Suggestions for Autumn Advertising," "Photographic Backgrounds for Booklets," "Another Decimal Time Ticket," "A Humorous Story of Country Newspaper Life," "In the Proof-room," "Review of Newspapers," "What's Queer in Printerdom?" "Inserting Rules in Monotype Matter," "Teaching the Boys," "A Basis of Estimating," "Keeping Record of Bindery Stock." Generally there are practical ideas for press-room and composing-room, a review of specimens from all over the world, actual customer's copy reset and printed in colors, extracts from addresses of prominent cost congress speakers, editorial expression on timely topics, news of foreign lands, organization news (including report of Typothetae convention), and important miscellaneous news.

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NATIONAL PRINTER-JOURNALIST

CHICAGO, ILLINOIS

NOVEMBER

1912

VOLUME 30 NUMBER 11

PRICE 20 CENTS

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J·W·Butler Paper Co.

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No jumping on the lever to get the knife 'way down.

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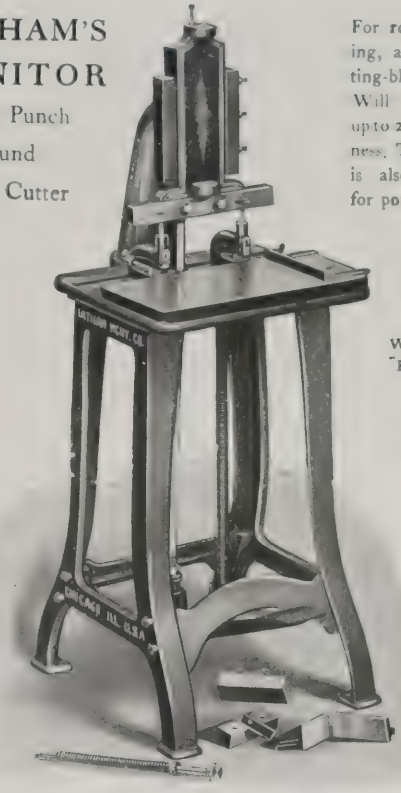
For round-cornering, a metal cutting-block is used. Will cut corners up to 2-inch thickness. The machine is also furnished for power.



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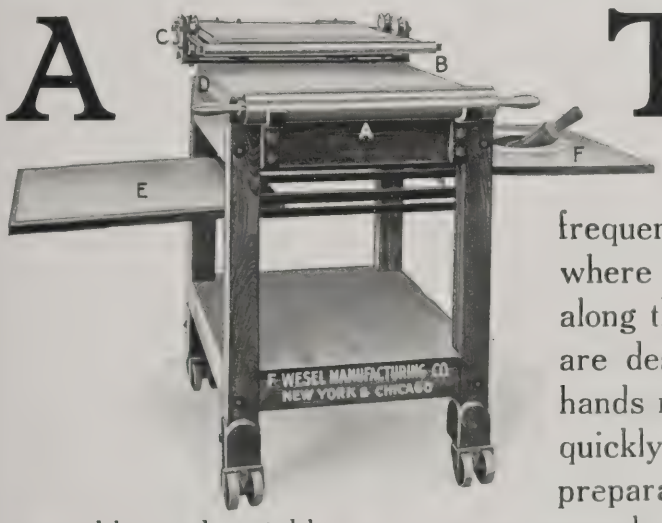

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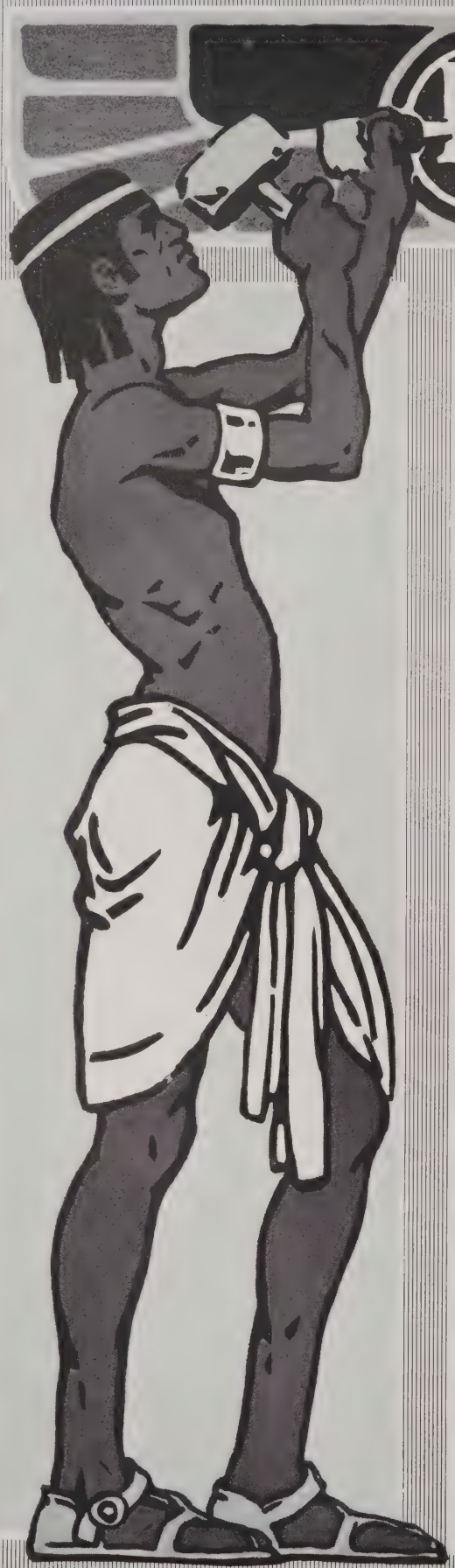

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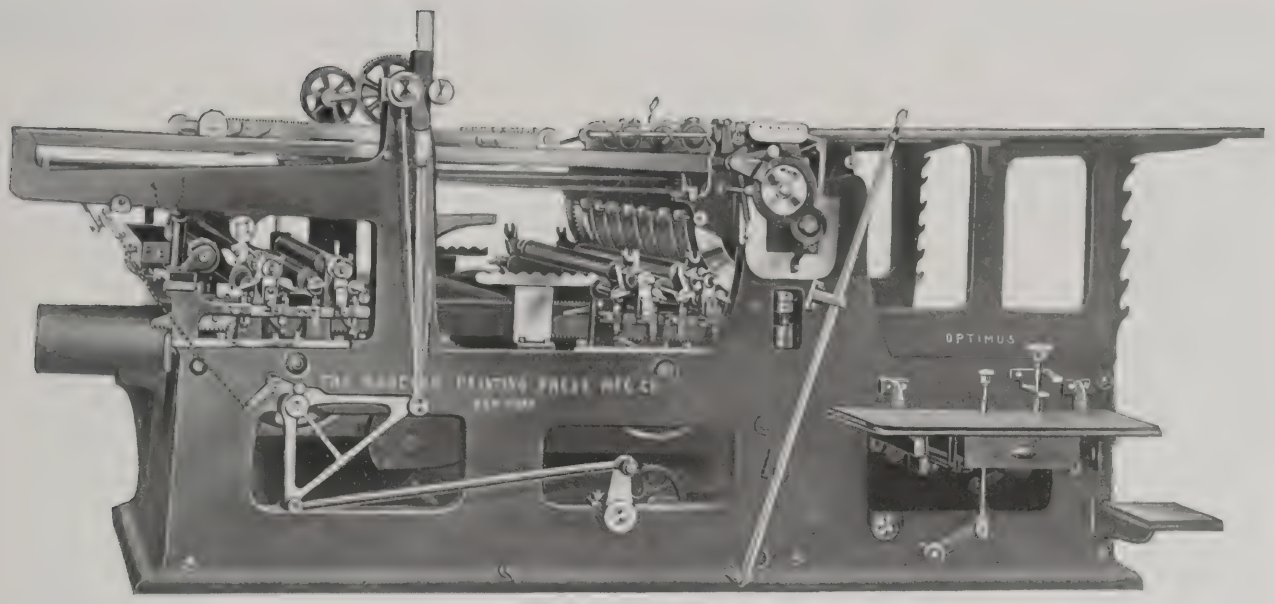

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The Babcock Optimus

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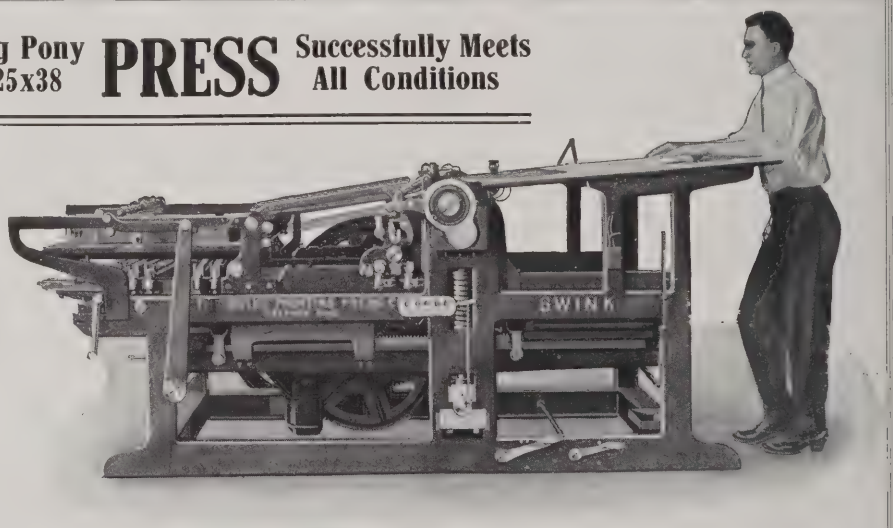

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No. 534

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Case Side, with Auxiliary Bank, 18x70 inches. Has 48 full-size California Job Cases, each with steel front protector and brass pull. Extras: Electric lights over each tier, each controlled by separate switch; brass label holders; number tacks.

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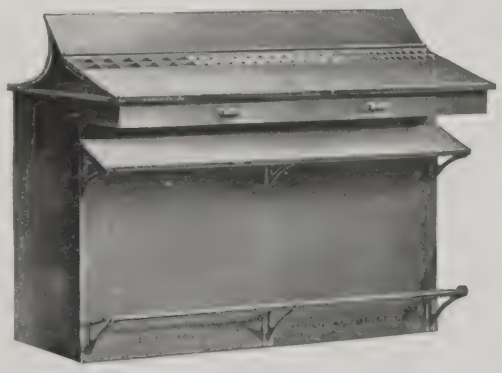

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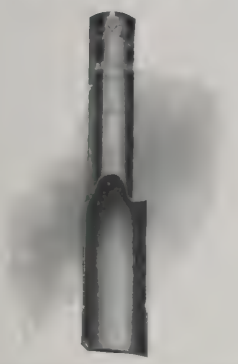

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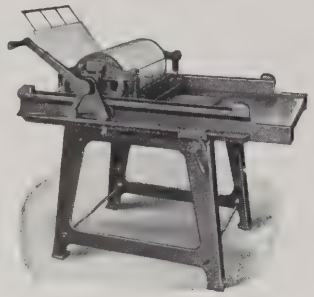

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*** *From a letter recently received from the "Philadelphia North American."*

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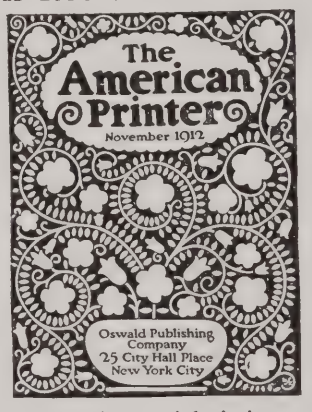

Some claim that high wages, short hours, cost systems and efficiency methods have taken all the fun out of the printer's work; but all will agree this is untrue after reading the leading article in the

November Number of The American Printer

However, with the exception of the "Queer" department, every other article is intensely serious and practical. Color inserts are a feature. A series of recent posters is shown in colors. Examples of the work of America's leading cartoonist are also shown in good size. Job work is reset in color and specimens reviewed. Other articles include: Equipment and layout for an offset plant. Stock record for the bindery. Instruction in presswork. Extracts from cost congress addresses. The new postal requirements. Magazine illustrations and covers. The missing piece of Thanksgiving pie. Our future apprentices. Practical advice to young estimators. Art work in the composing-room. Ideas. Letters from readers. Illustrated reports of cost congresses. Important news of printing and publishing fields, etc.

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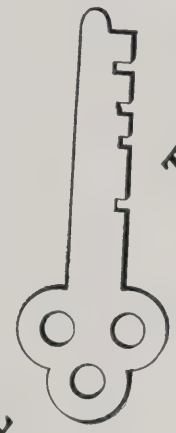

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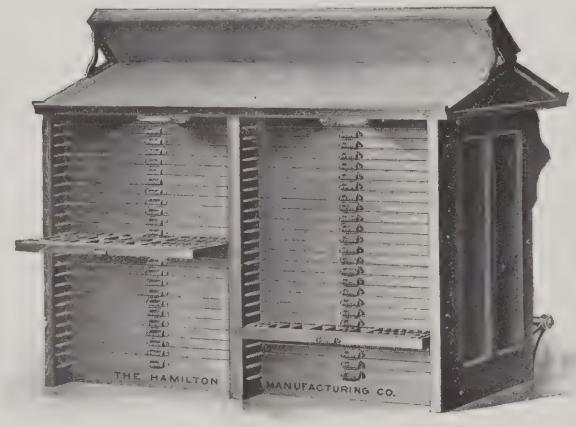
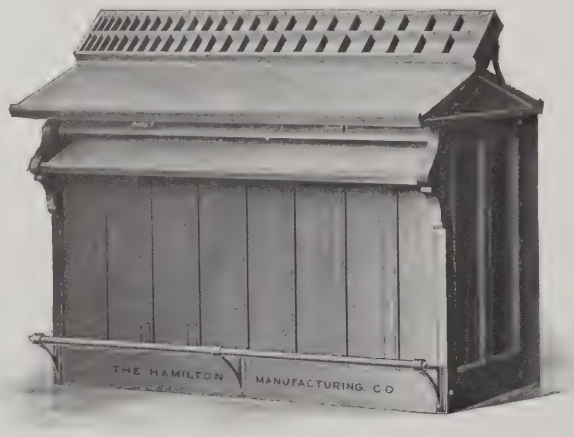


Job Side No. 28 Tracy Cabinet



News Side No. 28 Tracy Cabinet

Whenever shown and wherever used, the Hamilton line of Composing-Room Furniture has proved its superiority. This line of equipment embodies the concentrated, practical ideas of working printers and efficiency experts covering a period of more than thirty years.

The Hamilton line has been built up on demand to meet the actual requirements of some 50,000 employing printers and more than 300,000 actual working printers. This furniture is not in any sense experimental or theoretical.

Incidentally there has been constant improvement. The up-to-date office of five, ten or fifteen years ago is not in the lead today. Most large composing rooms are filled with equipment, the accumulations of years as the business has expanded. Like Topsy, "they just growed."

This is the day of reckoning, principally with the cost problem; it is the day of the efficiency engineer — he is the doctor that discovers where the composing room is sick, sometimes nigh unto death, and he prescribes the remedy. Sometimes there is a complication of ailments, but nine cases out of ten the trouble with composing room costs lies in inadequate and antiquated equipment which should go to the junk heap. It may seem a little hard to see the old, time-worn pieces of equipment go, but the modern way is to run an up-to-date plant that produces profits, in preference to maintaining a museum of antiquities.

Printers have the choice of wood or pressed-steel construction in the Hamilton line, both equally efficient as to working qualities, the latter being indestructible and everlasting. Our catalogs, sent for the asking, explain it all.

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Hamilton's wood type is guaranteed true and uniform in height. The large assortment of faces made in any size desired and any assortment of characters. Special Wood Type Catalog and circulars showing new faces sent on application. Write us or ask your dealer.

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty | Chicago, November, 1912 | Number Eleven

Stopping the Leaks in Circulation

By M. C. Robbins
General Manager, David Williams Company, New York

CIRCULATION is the basis of the success of all publications, whether newspapers and periodicals or technical and trade papers, and the following suggestions, made by Mr. Robbins at the Trade Press Convention in Niagara Falls, will be found of great practical value to all publishers:

The question of how to get circulation has been most thoroughly discussed, and we now assume that we have the circulation, so that the problem before us is how to keep it from getting away from us.

In the advertising department the up-to-date publisher keeps his solicitors keyed up on two phases of their business, namely, the getting of new business and the keeping of old business when the time for renewal comes. The advertising man who does not put up a strenuous fight, who does not argue, plead and use every method known to the art to hold an advertiser in the paper after he shows an inclination to discontinue, you would fire on the spot. Why, then, should we not pursue the same rigorous and energetic policy in reference to holding subscribers.

One important economic reason why we should do this is that we ought not to unnecessarily exhaust the number of our prospects. This is an age of increasing efficiency and we should apply these principles to our circulation department. Every subscriber who stops taking the paper is so much lost "good-will" and if we let this go on indefinitely, we will soon find that our field is restricted for prospective subscribers because so many who were once subscribers have been dropped.

What I have to say will deal almost entirely with the methods to be employed in renewing regular subscribers. But, of course, my argument presupposes that a publication must be worthy of renewal. You cannot expect subscribers to continue to take a paper that's no good. A paper that does not measure up to the current practice and standing of the field it caters to cannot expect to hold its readers, but if a publication is an "advance guard" of its trade, if it helps to make its subscribers better merchants, better engineers, better manufacturers; if, in short, it is a first-class publication, then the percentage of renewals should be very high. You who have had long experience in the publishing business know that the question of building up a circulation would be a very easy one if it were not for the constant discontinuances. You know that month after month goes by when the new subscribers are overbalanced by those who are dropped from the list. The question of whether your circulation grows or decreases is largely answered by the way in which you handle the renewals.

There are three general methods of handling expirations to a subscription list; the first is to send a bill and notice to your subscribers at expiration, and if they don't renew at once, cut them off the list; the second is to keep them on the list, with an occasional bill just as long as the postoffice department will let you call them paid subscribers; the third the plan which I propose to explain.

The first plan that I have suggested of cutting the name off the list at the end of expiration, is by far the easiest thing to do. You can employ a clerk at $8 a week to do this and have no further trouble with the matter, or, easier still, tell the boy in the stencil room who runs off the wrappers to destroy and throw away all the stencils which have their expiration date in the current month. That would be the easiest way to do it; but that doesn't get you anything — it doesn't get you maximum efficiency out of your expiration list.

Now, the second plan is worse still, because you carry a lot of dead timber on your list and never know what the attitude of the subscriber is to your paper, and at the end of the year you have to cut a large percentage of the names off the list entirely.

The third plan, which I believe effectually stops a leak in circulation and does a great many more things besides, is educative in its character.

It is entirely possible, as has been demonstrated beyond any question, under my own observation, to build up circulation from a list of subscribers who have expired and who have lost interest in the publication. This requires an educative campaign, a campaign which combines the ability to collect an account with the ability to make your subscriber understand the value of your publication and arouse in him a desire to renew his subscription because of the actual value of your paper to him as a business asset. Of course, some subscriptions may be renewed by the personal call of subscription men, but I am only discussing the mail campaign.

In brief, the program which I present is about as follows:

Send the bill to the subscriber about a month in advance of his expiration; send with it an educative folder in reference to the value and use of the paper, also a letter calling attention to the bill and courteously suggesting that he send in remittance for renewal. Follow this once a month or possibly oftener, with a bill, a letter and a piece of literature which tells the man something definite — points out how the paper should be used and read — how it can be made of value to him — what he is missing by not using it; in fact, talk him into using the paper that he is now receiving every issue. With this should go a most forceful appeal for the money, stating reasons why the bill should be paid. If necessary, offer special inducement for prompt payment such as a booklet related to the publication or perhaps something that has been previously published in the paper. Just how long this should be continued, how many bills, letters and folders should be sent before the names should be put into a special list, can only be determined by experience. But the point is this: as long as you bring down a goodly percentage of your delinquent subscribers each shot, continue to send out the literature, bills and letters. When an appeal fails to produce a fair percentage of renewals, then these names should be thrown into a special list, to be handled by either a personally dictated letter or by a more drastic method, but the object is to get the subscriber to reply.

To show how this actually works, I will take an illustration from The Iron Age. In January, 1912, there were 1,261 current subscribers expiring; with the first shot this was reduced to 466; with the second, it was reduced to 292; with the third, to 168; with the fourth, to 118, and after the fifth broadside was finished, there were left only sixty subscribers whom we had not heard from. Of course not all of these subscribers renewed, but all but sixty of them we heard from, either with a check, a renewal or a notice to discontinue.

Even if some do not send in their subscriptions — if they tell you to stop their paper — to hear from them is the thing to be most desired, because many of them will tell you why they want the paper stopped, and thus you find out whether you are producing the right kind of a paper for them, and if not, why not. I think it shows a pretty satisfactory campaign to hear from ninety-five per cent of your names on the list of expirations, and I would like to know of some other method that will produce the same results. And moreover, the sixty remaining names are not abandoned. Oh, no! They go into a special list to receive special treatment later on.

Many cases should be handled by personal correspondence. If a man says he does not wish to take the paper any more, a good, strong personal letter, pointing out how it would apply to his particular business, will often convince him that he ought to change his mind.

I believe in continuing to send the paper to the subscriber during the time the effort is made to get his renewal. This is because the campaign outlined is principally an educative one and it is essential that the delinquent subscriber receive the paper regularly so he can see the things that are being pointed out to him. Those who are reading the paper and intend to renew should, of course, be kept on the list, and the indifferent ones should be continued during the educative period in the hope of interesting them.

This is not a plea for holding subscribers on the list; it is a plea for something far more important — a plea for something better — a suggestion for the highest and most intelligent standards which can possibly be observed in a circulation campaign. It is a plea for that part of the circulation business which knits up the ragged ends, that molds your list of subscribers into a fine body of appreciative readers, a fine list of paid-up subscribers, a list of readers who not only appreciate your publication but who have infinite respect for your methods of handling their own delinquent subscription, something which they themselves appreciate to the extent that it is often adopted and used in their own business.

The beauty about this whole campaign is that through its workings you eliminate from your list the very subscribers you do not desire, that is, that part of the circulation which represents no buying power, which does not represent intelligence, which can never be awakened to keep step with the times. Through this campaign your undesirable subscribers are eliminated, but this is not all; this same campaign brings replies from these subscribers, gives you their viewpoint, even though they request their paper discontinued.

The very replies from these people give you information upon which you can build a campaign for new business, that is, to secure new subscriptions in new fields among people who have not before used your publication. It places at your disposal information which is invaluable, as it gives you the arguments, the excuses and the answers of the class of circulation you do not desire and permits you to offset these, in conducting a promotion campaign through which you expect to educate your possible subscribers up to a condition of desirability.

Another feature of this, of course, which is very important but which is by no means the most important, is that the proper handling of this part of your list of subscribers means a very appreciable increase in your cash receipts. I have known instances — and hundreds of them — where subscribers have refused to answer as many as ten letters, where subscribers have absolutely ignored as many as ten distinct campaigns, all of which were straight from the shoulder, yet who were finally brought back into the fold. With these renewals often come letters stating that they themselves had been awakened by these campaigns, that they appreciate this persistency, that they have learned from this campaign to renew their subscription promptly in the future and that they not only intend to read the publication from this time on, but that they intend to use the same methods of collection, to use the same business ideas and to apply certain things they have learned from our subscription campaign in their business.

After having reached the point where an insufficient percentage responds to make it worth while, the remaining names should be removed from the subscription list and placed in a special list which should have the special attention and consideration of the circulation manager. It is here that the greatest ability of the circulation manager is to be displayed. If he has thought hard and long on the previous letters and literature that have accompanied other communications heretofore, he must dig still deeper and use his wits more brilliantly upon the final efforts on the special delinquent list. I cannot give you any rules for handling this. I do know, however, that in our own case our circulation manager, has been especially successful in getting money out of a list of delinquents who have failed to respond to six, eight, or ten previous communications. I only know that it requires some unusual kink in the letter, something that appeals to some particular characteristic in the man. Possibly a reflection upon his business habits in failing to reply to previous letters — perhaps a subtle suggestion that he is doing himself a great injustice in the eyes of an institution such as ours. But, at any rate, I know that very large amounts of money

have been obtained and many renewals of subscribers from a delinquent list who have failed to respond to many previous communications.

The following figures on one of our publications will demonstrate clearly what can be done: We had on January 1, 1912, a delinquent list of 1,700 subscribers on one of our publications. This list was an accumulation of unintelligent handling of renewals by a former subscription manager, which, under our present system could not possibly occur. These people had received a number of letters. However, this 1,700 was a list of delinquent or unpaid subscribers several months in arrears. As a result of the first campaign sent out to these 1,700 delinquent subscribers, the number was reduced to 881 by April 1. On June 1 this 881 was reduced to 758; on August 1 this number was reduced to 480; on September 1 this number was reduced to 200. Now, of course, it is not to be presumed that all of this 1,700 renewed their subscriptions, but these campaigns brought in the very information we desired about those subscribers who had not renewed and who never intended to renew. It cleaned up this list and kept the people we desired and gave us positive and important information about the undesirable part of this 1,700 delinquent subscribers. And, furthermore, from this list of 1,700 delinquents we received, during the time it was being reduced to 200, $5,800, and this $5,800 did not represent subscribers who merely paid the amount due, but subscribers who paid up their subscriptions for the current year and for the year in advance.

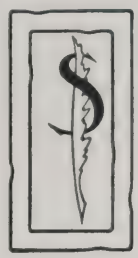
And right here I want to say a word about the careful keeping of records and statistics. You will never get anywhere or obtain intelligent results without you keep careful track of every campaign that you conduct. The cost of producing literature; the cost of postage, etc.; the number of subscribers covered; the dollars received in return; the number of subscribers renewed; the number canceled; should all be accurately recorded in order to base a judgment for future similar plans. Guesswork no longer has a place in the publishing business.

To successfully handle the renewal end of the circulation department, it is necessary for a man to be able to write a letter or folder with a definite knowledge of what is going to appeal to a great number of your delinquent subscribers, and this knowledge is the result of an experience which has thrown the man at the head of your circulation department with the people to whom he is talking, the man who has learned from association with them just what can be said to best advantage, and who has learned in this way what will make the strongest appeal and what will actually bring them from a state of indifference to a state of positive interest.

In conclusion I have this to say: If you will use the same degree of intelligence, efforts and energy upon your expiring subscribers that you do upon your advertisers when their contracts expire, you will stop the worst leak in circulation and your circulation department will be a source of satisfaction instead of one of annoyance. You will have the loose ends all caught up — you will know exactly why your subscribers discontinue, and if you are the right kind of a publisher, you will seek to remove this cause if possible. The plan which I propose sheds sunlight into your circulation department — gives you all the information that you ought to have about your subscribers and their relation to the paper. Let us show our subscribers that we are as anxious to retain their subscriptions as we were to get them — let us educate them to an intelligent use of our publications — let us give more real thought and downright study to the question of solving the problem of renewing subscriptions.

The Printers' Opportunity

Henry P. Porter — Boston



SOME time ago I read in a magazine about a little girl who became lost on the street and was brought, by an officer, into the police station. The officer tried in every way to learn her name. Finally one of the officers said:

"Tell me, little girl, what name does your mother call your father?"

"Why," responded the child, innocently, "she don't call him any name; she likes him."

The moral which I wish to point in this little preface story, is, that if we are to take advantage of the printers' opportunity — which is now presented through the cost-installation and better business agitation which has spread so rapidly over the printers of this country and Canada, the past three years, we must honor and dignify our calling by treating our fellow printer as a brother indeed, and by a liking for our industry that shall be much greater than a mere love of money-making.

One thing we must clearly understand, namely, that the printer's opportunity will be only that which he himself creates.

It is said of Napoleon, when the question of opportunity for doing a certain thing was referred to him, that he replied, "Opportunity? I make opportunities." Just so with us printers.

Like the prophets of old time, as recorded in the Good Book, men have printed way-marks which printers who seek financial independence would do well to follow. Almost every phase of printing business conduct has been discussed — including salesmanship, business ethics, accountancy, plant value, operation and efficiency and general successful business procedure.

How many of the valuable suggestions which we have received will be put into practice in our own shops? How much inspiration will we re-distill into our own future business conduct?

What are we really going to do to benefit our honorable calling — and ourselves individually?

I know there are many printers who look upon the efforts being put forth in cost congresses to redeem our industry as merely a passing cloud; these men usually claim immunity from any of the trade ills which are discussed — and declare that they see no reason for lamenting present conditions — nor any special need for attempting improvements.

They declare they are perfectly satisfied with their business and themselves — and really feel sorry for those printers who have experienced otherwise and are participating in the present day "big noise" about cost installation — yes, I know a number of such men, everyone of you do, and in practically every case these self-righteous printer pharisees are not making good.

Is a printer making good who out of an average annual business of three-quarters of a million dollars — merely extracts therefrom a salary of seventy-five hundred dollars — without sufficient reserves for contingencies, replacements, dividends or interest? Is a printer making good who out of a yearly volume of two hundred thousand dollars, can only live reasonably decent and is obliged every time he purchases equipment to buy on long time leases, give mortgages to cover his obligations and notes to pay for his normal merchandise requirements? Is a printer making good who is continually seeking new capital to enable him to keep his plant run-

ning? Furthermore, is a printer making good as a man — as a business patriot — as even a good citizen — who will not, with others of his craft in his own community, at least endeavor to lighten the burden of his fellow printers who are less fortunate than himself?

These are the kind of men who have made the printing industry what it is today. You have them in almost every city and town where printers exist, and the cases I have enumerated are actual, truthful, typical ones, well illustrating the kind of men who would close the door of opportunity to such as desire financial substance from business instead of shadow.

Contrast these kinds of men who would influence you out of the path of progress, with the men who are at work in the vineyard of printerdom, giving largely of their time and money, that you and I might be better business men. Check up in your mind, at this moment, the names of some of these printers who are today on the firing line of this better business movement and you will find that practically everyone of them is making good. It is because they are making good that they recognize the grave impediments in the path of the average printer. Because they are making good they can afford to give of their time and a portion of their hard earned money to further this work. Because they are making good they are desirous that every printer should make good, too. They have sowed, they have watered, they have cultivated and they have reaped — and just as Ruth and Naomi followed the reapers and gleaned in the ancient harvest field so should we, you and I, follow these printing trade reapers to the harvest fields of successful business experience and glean valuable lessons therefrom.

Let me urge you, with all the solicitude of a fellow printer, weigh well what you have heard, and try out the suggestions which have been made. If you do these things I will vouch that you will exclaim, as did the Queen of Sheba to old King Solomon: "Howbeit I believed not the words until I came, and mine eyes had seen it: and, behold, the half was not told me: thy wisdom and prosperity exceedeth the fame which I heard."

A few days ago I clipped from a trade paper the following symposium upon printing:

"The science of all sciences, the art of all arts. It has opened the fair land of opportunity to the untold millions and destroyed the cruel monopoly of the few. Since its discovery and practical application, mankind has experienced more blessings, greater enlightenment, larger happiness, truer liberty, than had come to it with the blind gropings and voiceless aspirations of the countless centuries preceding."

Surely if there is any truth in this rhapsody upon printing, then indeed did Gutenberg, when he discovered in 1450, the art of printing from movable types, open the door of opportunity to the whole world, and we who have chosen this most illustrious business of printing as our life work should be members of an honored business priesthood and deserving well of our fellowmen. But unfortunately such has not been our portion.

And whose fault is it?

Surely not the world at large who have been so wondrously benefitted by virtue of our craft, as we have just read, that a common sense of gratitude would cause them to treat us fairly — if we would only permit it. And we can't complain, either, that we have been the "little brother" of the great commercial family, and that in consequence the big brothers and sisters of trade have exercised their family right to pick upon us — as the saying goes. Not that. We are rated as one of the very biggest industries in the land. We are big in numbers — big in volume of products, big in capital invested, big in influence upon all other trades and activities of life.

Then whose fault it is? Our own.

We have somehow got into our heads the idea that work is the end and aim of existence; we have assumed for almost the whole race of industrial endeavor the curse which was pronounced upon Adam, "in the sweat of thy face shalt thou eat bread, till thou return unto the ground."

Do you know, gentlemen, I can't help comparing the past history of the printing business with the parasitical disease which modern medical science has recently discovered in our southern states. The poor whites and the listless negroes have long been a by-word, but we have suddenly found out that these people are not temperamentally lazy nor listless — but that they are afflicted with a parasite, called the hook-worm, which as a germ enters the body from the soil through the feet, works its way up the limbs and finds eventual lodgment in the intestines where it grows to varying lengths and meantime saps the victim's vitality and slowly internally bleeds his strength away.

Before the discovery of this parasite all manner of correctional measures were tried by well meaning persons to break up the apparent laziness and apathy of these people — but today medical sciences, co-operating with state, county, and city boards, apply the scientific and only genuine remedy — eliminating of the parasite — through medicinal and sanitary measures — and a new life is coming to these people in consequence.

Now, we are not lazy — just the reverse is more true of our condition — but we have been financially listless, as the expert business diagnosticians of our industry have found out, and the cause of this listlessness is also an internal parasite in evidence in practically every printing plant in this land, namely — lack of appreciation of time value.

Begin the work of elimination of this time-waste parasite with the installation of a cost system and you will wonder that you ever survived the national printing trade disease. Follow it up with other measures, suggested at this cost congress, and you will find that you are practically remaking yourself — a process that will be as interesting as it doubtless will be profitable.

He who pretends that he does not desire money is not truthful — the trouble with all such is that they do not desire with a strong enough will to compel the necessary effort — business success is something to be coveted, not deprecated. Success should not be associated with mercenary greed — but success is a duty — a sacred duty to ourselves, to our families, to our community. It is better than praying or preaching — because successful work is the true religion of mankind.

And of what does success consist? A little courage, a little confidence in competitors, honorable dealings, equity in relation with employees, manliness in refusing to work at cost or below cost prices, a determination to run our business for ourselves and not for the sole advantage of the buyer. Efficiency, accuracy, and reliability combined with knowledge, are the governors of all true success.

Now, gentlemen, I want to read to you two extracts as a basis for what I desire to say about the average printer's opportunity for financial success, considering the lack of respect which printers have for themselves and with which the average printer is held as a business man — by other business men. The first extract, although

a bit lengthy, is worth reading without abridgement, because it goes to the heart of one of the printer's chief troubles and weaknesses.

Under the general chapter heading of "Ideas for the Man Who Buys" a contributor to last month's System — a business magazine that has high standing in thousands of business offices — tells, as he heads it, "How a purchaser saves his firm thousands of dollars annually by visiting printing shops" — and this is what he says:

"The purchasing agent of a large western wholesale house, whose purchases of printing from outside concerns run in the six figures annually, saves his firm thousands of dollars each year by careful buying. He is constantly on the alert watching for an opportunity to place contracts with printers whose presses are not all in use at the time he wishes to buy.

"He has acquired the habit of frequently visiting various print shops. On these visits, both he and his assistants always carefully estimate the apparent amount of work on hand in each shop — whether or not the shop seems extraordinarily busy, idle, or with just the usual work on hand. If several presses are seen to be idle, special note is made of that shop.

"Then this buyer casually calls up the 'idle' shops on the list and tells them he has a little job he would like them to figure on. Invariably these printers give him a better price, also get out the work with greater care and give more prompt service, although this buyer does not in any case let the printer know that he has secured the printer's best price.

"It has been his experience, he says, that the idle shop will usually give him prices ranging from twenty-five to forty per cent lower on the average job than could the busy shop; that most printers with empty presses prefer to start them running again even though they get only the bare cost of the job. Furthermore, the foreman or owner of an 'idle' shop usually is willing to accept fuller and more detailed instructions, in addition to giving more of his personal attention to the progress of the job through his shop."

Is any comment necessary, when an authoritative publication will offer such suggestions as that to the printing buyers of this country — your customers and mine? Ought we not to be ashamed of ourselves when such reputable journal gives currency to the belief that there is a profit of from twenty-five to forty per cent in printing — while we have been content with a beggarly pittance? Think of it, gentlemen, twenty-five to forty per cent profit! Doesn't it make your mouth water? But I will return to this later.

Another thing, "the buyer does not in any case let the printer know that he is in a hurry for the work until he has secured the printer's best price." Ever experience any of that? Does hurry work cost any more than normal work? Does night work, a pony form put on a large press, because of time necessity and other familiar rush conditions, cost more or less than your bid? And to think that our idle presses should be known and card indexed like a criminal with a vacancy record! What kind of imbeciles are we that we permit our press rooms, or our composing rooms, or our shops to be overrun by outsiders who come in as spies to find out our weaknesses or necessities? Take a tip from one who learned this lesson years ago, and prohibit entry into your works to anyone who does not have legitimate business therein.

I know that you will say — you welcome visits to your plant by your customers, or prospective customers, so that you can impress them with the fact that you have a plant equipment large enough to handle their work. In other words, you are proud of your collection of animated junk and like to show it off — the old story of too much plant and too little business sense. If you want to impress anyone with your ability to perform contracts make your prices on a basis so that he will respect you — known cost plus a profit every time — and then instead of parading Mr. Customer around your shop and pointing out your type and machinery and saying "this is what I have got" — take him out into the suburbs, show him your well-stocked farm, or your block of houses, or your residence and the happy, cheerful home therein and say, "that is mine" — and he will take his hat off to you.

A few weeks ago a good competitor friend of mine, who has a very sizable and modern plant indeed, endeavored to influence the placing of a large contract, upon which we both bid, by showing the buyer through his plant. My competing printer friend first expatiated upon his attractive price, in his office, and then to cinch matters, as he thought, he took the buyer through his works and pointed out that he was perfectly able to do the work as well or even better than I could. The customer left without making a decision. When he came to our place he saw no plant, no competitor's unfinished work was exhibited to him — we assured him our method of doing business was a confidential one between buyer and printer — that we transacted out business in suitable business offices — and he gave us the order with the comment that he hadn't been very much impressed with the other printer's business methods. Now this little incident is only a small thing but it represented the policy of practicing self-respect — and in turn it won the respect of the buyer.

There is one more thing about the extract quoted, and that is the utter foolishness of cutting one's prices just because things are sometimes a little quiet — and of which this buyer made it his business to take advantage. That buyer's orders were bound to be placed with some printer or group of printers — therefore if prices were not cut those who did receive the work would be enabled to make a little profit on it. And, remember, this most significant fact that the buyer held the work back, thereby making idle presses, whereas if the printers of his city had not, through practice, held out the quiet time inducement he would have been in the market before and under normal conditions. I don't blame the buyer — he did just exactly what he ought to have done and will always do, and until printers learn the valuable lesson that presses in disuse — and covered up — are more profitable than presses operated on such conditions — not until then will printers really know what successful business is.

The other extract to which I referred is from the "Technical Encyclopedia of Commerce and Business," published only two years ago as a standard reference for general business guidance. In discussing the purchase of printing supplies for commercial houses, this authoritative book of business reference says, regarding the printer: "To a concern whose printing bills amount to several hundred dollars a month, a man who will give close attention to every detail of the work (that of ordering printing) from seeing that he gets the stock specified, to checking bills for over charge, can make his services worth a good salary."

Gentlemen, regarding this insult to us printers and our craft, I can only repeat what I said some time ago, that when they have us written down in books like that — an imputation, first, that the printer is a knave, and will substitute stock if he is not watched, and second, that the printer is so base financially that he will improve every opportunity for overcharge — or "soaking" his customers — twin evils recognized of so much importance that business houses are urged to employ a special purchasing agent to watch us, and that the salary of this purchasing

agent can be obtained from the savings caused by his commercial detective work — where are we going to get off?

Does the printer's opportunity lie in a continuance of these oldtime practices or does it not rather lie in a close community association of brother printers — competitors as we call them — also an inward study of ourselves, and the adoption and practice of a code of business ethics that shall put the lie to such base slanders about us?

I have talked with a great many buyers of printing — large buyers and small buyers — and have sought to get the real reason why other business men consider printers as an abnormal commercial class. The almost universal answer is that a printer's price and a printer's promise are looked upon as the jokes of trade. And do you wonder? For the purpose of this paper I looked up the other day a few recent records on file in my office, regarding the present day price-making accomplishment of the printer. The comparisons which I make are of quotations made by some of the most reputable printers of New York, Buffalo, Philadelphia and Boston. In each case the prices were asked for and made on identical specifications. I will only give the high and low prices submitted, omitting the fluctuating prices between.

On one little job of $100 the lowest bid was $35.

On another small job of $119 the low bid was $65.

Another job of $32.50 had an anxious bidder at $100.

Still another job, sold at $816, had a bidder at $332.

One price of $2,695 was matched against a price of $2,050.

A plain job of book presswork — press time only being the factor — varied in price from $3,300 to $1,230.

And the worst of it all, a fairly sizable order of $4,700 had a strenuous job chaser at $1,540.

Here were seven jobs, just picked at random from recent records, a fair index of what is going on now, every day, despite our cost congresses and cost educational work — and demonstrates that there is yet a vast amount of work to be done, even among some of our so-called "best shops." What would you think of an industry, from which you made required purchases, whose variations on seven small jobs, such as I enumerated, amounted to the large sum of $6,710.50?

There is an old Persian proverb which aptly fits our case. "He that ventureth on matrimony is like unto one who thrusteth his hand into a sack containing many thousands of serpents and one eel. Yet if the prophet so will it, he may draw forth the eel." And so with us — with all the thousands of jobs for which we thrust out our estimate hands, we may (if we are born, perchance, under a lucky star) occasionally receive a profitable one.

If a child touches the red hot end of a poker it has a vivid memory record of that event which prevents a repetition for all time, but we printers seem to have developed a fondness for red hot propositions, and so we continue our century-old sweatshop practice of trying to squeeze a living out of our daily grind, forgetting that with the really successful man brain counts for much more than muscle.

You need no built-up argument from me to demonstrate the need of a new business era for the printer. These are days of decision — shall we improve our opportunity or let it pass? And if we decide to improve our opportunity we must include in that decision the willingness to be born again; we have got to come to an entirely new conception of our place in life.

I feel that it is about time a word of warning was given regarding the profit possibilities of our business. We will all agree, no doubt, that the printing business has been an exceedingly unprofitable and losing venture for most of its practitioners — but I am not in harmony with those who seek to make it a bonanza business — because it never can be done. At the first International Cost Congress, held at Chicago three years ago this month, the following was one of the resolutions there adopted:

"It is the judgment of your committee that in the operation of a printing plant to its average capacity that a minimum profit is 25 per cent added to the cost of production."

The resolutions of that most notable congress have been published broadcast, and most properly so. They have also been adopted by many succeeding cost congresses, but a declaration, given such official sanction and enunciated as a governing principle of the printing business, that twenty-five per cent above cost (and of course "cost" includes proper apportionment of all the direct and indirect cost factors) is a mistake. At the U. T. A. Convention last month a speaker claimed that a printer should make from thirty-five to forty per cent profit — out of his yearly gross business — both of these statements apparently justifying that large buyer of printing whose buying habit was so carefully explained in the "System" article which I read.

Gentlemen, I heartily agree that the printing business is in need of a Lister who shall conceive and produce an asepsis for our industry, that we need a Moses who shall lead us out of our Egyptian trade darkness, and to a promised land that shall be much fairer than that of today — but let us use common sense in our decisions. A few may, individually here and there, make a profit of from twenty-five to forty per cent — but when we run away with the idea that the printing business is going to be one of velvet we deceive ourselves most painfully.

The printing business is already split, divided and subdivided altogether too much — every city and locality is today materially over-equipped with printing plants, but you let it become a matter of general belief that our profits average from twenty-five to forty per cent and we'll have more difficulty than ever before to keep our heads above water, due to an increased multiplication of printing plants who will seek to share in our gold strike — and in consequence spread our profit butter thinner than ever before upon our bread of life. Printing plants are increasing at the rate of about 700 per year in this country — are we making 700 successful business men a year out of printers already in the business? I question it and I think I have reason for my belief.

No, gentlemen, velvet dividends nor "melon cuttings" need not be expected, nor should they be possible, in our business. The printer's opportunity lies in a fair commercial profit on the work we do, a profit made because of proper equipment, efficient operative measures, reasonable capitalization, honest business methods, honorable treatment of our employees and an absence of piracy of one printer upon another's trade. That is the kind of industry I want to be associated with — the kind of industry that will make its principals ideal captains of commerce.

Pliny says, "Most of man's misfortunes are due to man." We know that, at least up to the present, the printer's many misfortunes have been due to the printer. Shall we not begin without further delay or equivocation — to take advantage of our present golden opportunity to change this misfortune to a lively personal realization of good fortune? Is it not worth working for — this better day for the printer?

When I was penning these words, a few days ago, I thought of that speech which Daniel Webster made in Congress in 1844 against an appropriation of $50,000 to establish mail communication with the the scarcely

known Pacific coast. He said, "What do we want of the vast worthless area, this region of savages and wild beasts, of deserts, of shifting sands, and whirlwinds of dust, cactus and prairie dogs? What can we ever hope to do with the western coast of three thousand miles, reckless, cheerless and uninviting? What use have we of such a country? I will never vote one cent from the public treasury to place the Pacific coast one inch nearer than it is today." All this seems very foolish to us today — when we realize that one of the country's great men had such a limited vision of the future that he would not give a single red copper for what has since proven to be an enormously valuable and wonderfully productive empire — west of the Rocky mountains.

Gentlemen, the new printers' country which some of us are seeking, is of the east — we are looking for the rising sun that shall shine upon a new era for the printers of this country. Are you going to do your part to hasten its advent? Adopt the Boy Scout motto — "Be Prepared." Prepare yourself by the adoption of a cost system, by giving sane, efficient and modern guidance to your business affairs instead of trusting to fate and your old time happy-go-lucky method; be a part of the responsible printing manhood of your community by associating yourself, through organization, with your fellow printers — who heretofore have worked for these things — without your assistance, maybe — although needing it greatly. Yes, be prepared.

It is said that Von Moltke, the great German soldier, was asleep when the telegram came advising him of the Franco-Prussian declaration of war, and that when he awakened he said, "You will find the plan of campaign in the third drawer of my desk," and that he then turned over and went to sleep again. In forty-five days after the declaration, the French emperor, Napoleon, surrendered with his army at Sedan and passed as prisoners into Germany. There, indeed is an example of preparedness. Germany profited because old methods had been substituted for new, and in consequence Germany became a unified and most powerful nation. Did it pay, gentlemen?

So let us set our business houses in order, let us organize the units of our industry in such manner that shall make us successful despite the inherited handicaps of our business.

President McCrea of the Pennsylvania railroad, one of the country's shrewd readers of the times, and a far-seeing man of business, said, a few days ago, "The pulse of the whole country is beating to the rhythm of happier times — we are just entering a new era of prosperity."

Gentlemen, what proportion of these "happier times" — this "new era of prosperity" — will be ours — yours and mine? Let us make a resolution now, that we shall participate in the prosperity of our country: even more — that we shall help make prosperity for our country, and this we can best do by adopting and practicing the measures suggested, that shall enable us to provide adequately for ourselves and for our families.

Heretofore the printing business has fed, clothed and housed us, and furnished our pleasures. It is a good business. It is clean, honorable, respectable. It is celebrated as a trainer of men for higher stations in life. It has many inspiring traditions and legends. It combines the need for knowledge of everything under the sun: mathematics, mechanics, language, spelling, grammar, color, composition, salesmanship; there is indeed no limit to the accomplishments that are required of the printer. The printer is brought into contact with all other vocations and professions. No vocation or profession can really exist without the printing press. From text books to novels, from pamphlets to newspapers, from tickets to tax bills, no man can evade the printed word.

Let us stop crying down our business — let us combine to make it more respectable and dignified, let us make it a bigger asset to the world and to ourselves. Let us ever remember that it is more than a mercantile business, more than a manufacturing business, more than plain mechanics — something different than mere manual trade. It has many of the attributes of an art; it falls short only by a trifle of being a profession; comprising all of these — and more — we ought to take upon ourselves the dignity and responsibility that accompany them.

Let us remember that our work, if it is good work, honest work, conscientious work — is worth sufficient to give us a substantial living; if it is not good work, that we should begin forthwith to make it better — not only for the sake of our pocketbooks — but for our families' sake and for the sake of pride in our calling.

Let us henceforth respect our business, respect our fellow craftsmen and ourselves — and join hands in responsible associated brotherhood that we may bring to pass those ideals of our business which we all so much desire.

The printer's opportunity? It's here now. You can make it whatsoever you will. And in accordance with your acceptance of this opportunity so will you benefit financially, physically and spiritually.

Advertising Cost and Value of Newspapers as Compared With Monthly Periodicals—Some Remarkable Figures

Fall Meeting of Inland Press

AMONG the topics of general interest discussed at the fall meeting of the Inland Daily Press Association, in the college room of the La Salle Hotel, Chicago, October 15, was that of the comparative cost and value of advertising in dailies and periodicals. Mr. J. R. Groom, advertising manager of the Aurora, Ill., Beacon-News, had made a study of this subject and gave the members the benefit of his investigations with some remarkable and convincing figures.

He took his text from a statement on page 217 of the July, 1912, issue of the house organ, "Kellogg's Square Dealer":

"Kellogg merit will be backed by Kellogg advertising to approximately 70,000,000 people in the following July magazines": (followed by the names of twenty-six magazines, to which reference was made by the speaker later on).

The advertising manager of the Beacon-News questioned the statement. Even if an allowance were made of five people to each family, he did not believe the twenty-six magazines reached 70,000,000; so he dug up the facts as shown by the publishers' own statements printed in the 1912 directories.

This started some further investigation that developed some startling figures.

The Beacon-News man believes that the way to help local dealers is to use the local mediums. Likewise, the best way to exploit an article of everyday household consumption is to use the daily papers, as they are the only mediums read by everybody.

The Beacon-News man had been told so often that "it costs too much" to make a national campaign in the newspapers that when the declaration of the editor of "The Square Dealer" set him searching for facts he deter-

mined to settle in his own mind, once for all, if those who say "it costs too much to use the dailies" are right or wrong.

It developed that according to the 1912 directories the twenty-six magazines named by "The Square Dealer" have 11,522,114 circulation. Using the same data as a base the Beacon-News man found that by carefully selecting daily papers of more than 5,000 circulation, distributed over the whole United States, 169 daily papers have a circulation of 11,662,283, or 144,000 more than the twenty-six magazines. This he deemed close enough for comparison, and the papers can well afford to supply the little difference in volume. The published minimum rate of the twenty-six magazines named — Kellogg publications — combined, is $59.50 per line, that of the 169 dailies $15.41 per line.

It is believed that W. K. Kellogg uses as much as 10,000 lines a year, which would cost him in the mediums he uses $595,000.

The same campaign in a like number of copies of the dailies referred to would have cost $154,100.

On the 10,000 line campaign W. K. Kellogg could have saved, by using the dailies instead of the magazines, $440,900. Or he could have gone into the dailies almost four times a month instead of once a month for the same money paid the magazines.

To be exact, the above magazine campaign costs three and four-fifths times as much as one insertion a month in the dailies. He could, in fact, have used 10,000 lines once a week in the dailies for only $21,400 more than the magazines once a month; a small sum, as compared with the total appropriation of nearly $600,000. He thought no one would question the greater value of the more frequent attack on the buyer's attention.

"And still," said Mr. Groom, "they tell us 'it costs too much to carry on a national campaign in the dailies'."

It will not do to argue that the life of the dailies is not as long as that of the magazines, or we will come back with the reply that there is no duplication in the circulation of these dailies, while Thomas Balmer, in his very exhaustive analysis of circulation, shows there are 1,173,500 magazine duplications among the 2,000,000 readers of the Woman's World alone. Therefore, in the 11,000,000 magazine circulation accounted for in this statement there would be five and a half times as many, or a total of 6,454,250, or more than one-half duplicated circulation, and Mr. Balmer does not account for the people who take more than the five magazines beside his own, nor does he include any magazine duplications of which less than 1,000 of his over 2,000,000 correspondents make mention.

"Judge"; "Life." Seems like the men who read these at the club or while waiting at the barber shop or at the shoe shining parlor, would not count very heavily in directing what breakfast food is supplied.

"Life and Health"; "Literary Digest." It's hardly likely that a large proportion of the regular readers of these are buyers of breakfast foods for the family.

"Saturday Evening Post." It's a man's paper. The largest single class of readers it has are the commercial travelers. It's a good enough medium for what men wear, but not much for a breakfast food that the whole family eats and the housewife buys.

"System." A fine place to advertise office files, but hardly for a breakfast food.

Advertisers who want to get at some surprising facts will do well to read Thomas Balmer's book, "The Dwellers by the Road," bearing in mind all the time that all the arguments he advances in favor of the "Womans World" apply equally well to daily papers, with the advantage that 2,000,000 of the newspaper circulation to match his circulation costs only $2.80 a line and no duplication, while the "Woman's World" costs $14 and is duplicated.

Everybody reads daily papers, and they are the only kind of publication that everybody does read.

Every argument advanced here naming breakfast foods will apply equally to any and every article of daily household consumption; any food, package, canned or bulk, fresh, dried or preserved, wearing apparel, furnishings, fittings or equipment needed to run the household establishment in comfort, or in luxury, and in fact everything everybody buys.

In the cost of a national campaign, newspaper price: (is to) magazine price: (as) 1 (is to) 3.80 times.

And still they say "it costs too much."

W. K. Kellogg manufactures a food product suitable for any and every table in America.

Let us analyze his campaign:

"The American Boy." Possibly the boys are all responsible for the kind of breakfast food the family uses, but we think not.

"Argosy," "All Story," "Cavalier," "Cosmopolitan," "Everybody's," "Leslie's," "Munsey's," "Railroad Magazine." All strictly story magazines — possibly the housewife who orders the breakfast food from the grocer has time to peruse the advertising columns, but we think she will be in luck if she gets time to read an occasional story.

After resuming the further consideration of the list of periodicals he named:

"Christian Herald." Religious and ethical — no doubt the serious minded man of the mental trend which makes him a regular reader of this needs the breakfast food, but it is not likely that he sends the order that goes to the grocery store.

"Country Gentleman." The men and women who read this and at the same time are responsible for the breakfast food, are few and far between.

"Delineator," "Designer," "Ladies' World," "Ladies' Home Journal," "Modern Priscilla," "Woman's Magazine," "Woman's Home Companion," "Pictorial Review." All woman's papers all right, but several of them are duplicated in the home and are consulted together when there is a new gown to be made and not much otherwise. If the breakfast food is on sale in every city and town in every country in the civilized world, they are all right (barring the excessive price as compared with the dailies), but if the food is sold only in the United States, then there is a tremendous waste in the foreign circulation as well as in the duplications.

"Collier's." Distinctly a man's magazine; the food-buying women who read it are not numerous.

Other subjects discussed related to the new postal law requiring the publishing of names of owners and the actual number of paid subscribers and the designation in the papers of all articles charged or paid for as advertising; also price of paper, and Illinois liability law, and insurance under the same.

E. P. Adler of the Davenport, Iowa, Times, took a leading part in the discussion of the postal law. On the whole, he liked most features of the law and gladly complied with the provisions thereof.

The discussion became general and while no strenuous objections were raised to the law requirements, it was suggested that the law was, in some features, an invasion of private rights and to that extent dangerous as a precedent. Resolutions that had been passed by Iowa press associations, condemning the law, were read, and Mr. W.

F. Parrott, of Waterloo, stated that he agreed with the Iowa idea. It was suggested that some provisions were helpful, especially to successful publishers, and might, by compliance with the provisions thereof, tend to disabuse the public of the false charges, that newspapers are largely influenced or owned by corporations and outside interests and were guilty of selling editorials and reading matter notices. On the whole, it was believed that the law was unconstitutional and somewhat threatening as infringing on the rights of the freedom of the press, and if tested would be held invalid and would be repealed.

The thought was brought out that there had seemed to be a tendency in some quarters toward the using of the postal laws and regulations as a menace to the press for personal and partisan ends on the part of or by certain politicians. Special objection was made to the use of the terms the "mail privileges" or "second class privilege," as though newspapers were receiving special benefits from the government, when the whole system was, from the first, founded on the principle of the greatest good to the people who constitute the government.

It has been shown that all is paid for the carrying of publications that such carrying should legitimately cost, and that the people are repaid four-fold in the promotion of the first class mail matter business; in the supplying of necessary and helpful publicity required in conducting public affairs, especially in the efficiency of agricultural, interior and other departments, and in the informing and educating of the people as to all governmental affairs and in all commercial, social, industrial and other interests. The machine politicians have seemingly sought to destroy the confidence of the people in the greatest agency for the protecting and securing of rights and maintaining and advancing liberty, education and law.

Reports showed that the price of print paper, in large or carload lots, ranged from $1.97 to $2.05 f. o. b. mills. The Illinois Employers' Liability Law was considered as rather sweeping in its provisions, and the Ben Franklin Mutual Liability Insurance Association, headed by Mr. Hartman of Chicago, received commendation as means for the protection of employers.

A resolution of condolence and respect was presented and adopted on the death of Mr. C. L. Miller of the Cedar Rapids, Iowa "Gazette."

A change of the constitution, presented and advocated by George F. Campbell of the Owasa, Mich., "Argus," was adopted, reducing the number of meetings from three to two each year, the annual meeting to be held on the third Tuesday of March and the fall meeting on the third Tuesday of September, each year.

A letter from A. H. Lourie of the Elgin, Ill., "News" was read. The letter expressed the regrets of Mr. Lourie over his inability to be present, on account of illness, and his high appreciation of the organization and its members. Mr. Lourie is one of the oldest and most loyal members; one of the organizers and a past president. Several years ago he was made a life member as a mark of the high esteem in which he is held.

A motion was passed by a unanimous vote, directing the secretary to convey to Mr. Lourie, by letter, the best wishes of the association and of all the members, and their sincere regrets over his absence and deep sympathy for him in his illness and hopes for his speedy recovery.

The "Record-Herald" of Wausaw, Wis., was elected a member of the association. Mr. Frank E. Noyes of the Marinette, Wis., "Eagle-Star," was appointed a committee on newspaper postal rates, to get opinions of members and to report.

"Is the Standard Uniform Cost Finding System a Feasible Proposition for the Small Printer?"

By John M. Imrie, Toronto, Canada

URING the past two years it has been my privilege to participate in thirty-five district conferences that have been held in various parts of Canada. These meetings and my work as secretary of the Canadian Press Association and editor of Printer and Publisher have brought me into close touch with conditions in hundreds of Canadian printing plants. But I have yet to find a plant that is so small it does not need a cost system, or one in which conditions are such that they cannot be covered by the standard system. This, gentlemen, is my answer to the question that is the subject of my talk this morning.

But it is one thing to give an answer to this question and quite another thing to prove your answer correct. There are two ways of proving the accuracy of this answer. One is through a process of reasoning; the other is by the experiences of small printers who have installed the standard system. It will be my endeavor to prove by both methods that the affirmative answer I have given is the correct one.

I know that many members of the Atlantic States Cost Congress who are proprietors of small offices are quite willing to concede the value of a cost system in a large plant, but do not think they can use it. Others who operate combined weekly newspaper and job offices have said within themselves, "Conditions in my plant are peculiar. They cannot be covered by a cost system."

(1) Conditions in small plants are different to conditions in the larger offices. For example, in the larger office the employees are divided into departments, a compositor doing the work of a compositor only, and the pressman the work of a pressman only, whereas in small offices an employee may be a compositor for one hour, a pressman for another, and an office clerk or a messenger boy for a third.

(2) These and other conditions that are peculiar to small plants are not directly covered in the set of forms that was devised by the American Printers' Cost Commission and commonly known as the Standard Uniform Cost System.

(3) Because of little, if any, office help, each proprietor, personally, would have to do much of the clerical work involved in the operation of a cost system.

Now, having made these three admissions, I will make an equal number of correlated assertions.

(1) The very conditions that differentiate small plants from the larger offices increase, rather than obviate the need of a cost system. The larger office has a foreman in each department whose duty it is to see that the work of his department is executed with minimum expenditure of time and material that is consistent with the required standard of quality. He is continually on the alert for leaks and continually seeking to develop the efficiency of his men and machines. Many of you are your own foremen, and you are foremen not of one department only, but of all departments. This, in the time that you can spare from your office and outside work. Surely if a cost system is necessary in the large office in addition to an expert foreman in each department, it is doubly necessary in your office. Then there is the continuous changing of your employees from one class of work to another. This

seems to be necessary, and to a certain degree is necessary. But it is undoubtedly to blame for many leaks that now exist in your offices. You need a cost system to show up these leaks, and to start you planning more seriously than you have yet planned with the object of minimizing these changes.

(2) My second assertion is that the Standard Uniform Cost Finding System is a principle of cost finding, rather than a set of cost-finding blanks, and this principle can be applied to your plants as well as larger ones. This point was made very clear at the recent cost congress in Chicago, when the chairman of the American Printers' Cost Commission emphatically stated that the principles adopted by the first International Cost Congress, rather than the blanks devised by the commission, constitute the standard system. These blanks may not directly cover conditions in your plants, but the principle of cost finding on which they are based will cover them as neatly as a well-tailored suit covers you.

(3) The standard system can be applied to your plants in a way that will take from fifteen to forty minutes of your time each day and increase materially the value to you of every other hour you work and every hour your employees work for you. You can make no other investment that will give you so high a percentage of dividends as will the investment of a little of your own time in the installation and care of a cost system. You say you cannot spare the time? It is probable that many of you are now working from twelve to fourteen hours a day, and have little to show for your efforts. Spend about five per cent of that time in finding out what the product of your plant really costs you, making use all the while of the information you receive in the process, and you can cut two to five hours off your working day and yet make more real money than you have been making hitherto.

It is not my purpose to give a detailed exposition of the benefits of a cost system in a small shop. My endeavor has been to answer briefly the three objections to a cost system that are most frequently raised by small printers. Let me sum up the matter of benefits in this statement: "A cost system will do for the small shop all that it will for the large one — and then some."

The principles of cost finding that are embodied in the standard system have been applied to many small job offices with highly satisfactory results. Indeed, in so far as the combined weekly newspaper and job plants of my own Province of Ontario are concerned, it may be said that this section of the trade is well advanced in a state of transition from the old lack-of-system rule-of-thumb-and-tradition methods of the past to the new type of business management that is based upon the accurate knowledge of costs and other plant conditions that only a cost system can give.

I do not mean by this that all or even a majority of the small printers of Ontario have installed cost systems. But the beneficent results of the installations that have been made and of the cost educational work that has been done are working like leaven among the trade of the whole province.

About ten days ago I wrote to half a dozen small printers of Ontario who are using the standard system, telling them of the subject on which I was to speak today, and asking them to sum up briefly their experiences with a cost system. Their replies, being records of actual experiences under conditions similar to those which confront you, will be more convincing than anything I can say.

The first letter is from the proprietor of a combined weekly newspaper and job office in an Ontario town. He says:

"To your question 'Is the Standard Uniform Cost Finding System a feasible proposition in a small printing office?' I can answer yes. One of the reasons which ought to convince a printer that he should have a cost system is the fact that it is really the only way he can be fair to his customers. If the average small printer is honest he will admit that he has not always been fair in his charges, not because he has had a desire to make differences in customers, but because he has never been downright sure in all things. With the cost system working, one is always able to give a customer a proper and fair price, and the satisfaction of knowing absolutely and positively why he quotes. The customer knows when you guess."

The second letter is from the proprietor of a small job office in the city of Toronto. In this office there is no cylinder press, and only two job presses. In replying to my question, the proprietor of this office says:

"We believe the cost system is not only feasible, but is more necessary in a small office than a large one.

"It does away with that curse of the printing business, guess work; guessing by the boss in estimating, and guessing by the workmen as to the amount of time they take on the job, and tells without fail who are the best workmen.

"It enables us to ascertain the cost of each job, the same job being repeated, we can by referring to the previous order find out how much the job actually cost us to produce, and whether the price should be increased or not.

"It is assisting us materially in the preparation of a price list for ordinary work, such as letter, memo note, billheads, statements, envelopes, etc., and the time thus saved during the busy season will, we have no doubt, amply repay us for installing the system."

The third letter is from the proprietor of a combined weekly newspaper and job office in a small town about sixty miles from Toronto. This printer says:

"I installed the cost system on May 1, 1911, and have kept it going ever since. We have four printers and get out a weekly paper. What I regard as of very great value is the fact that I know always what every job costs. No guesswork. After an experience of over a year I don't see how any business man could well get along without such a system. It tells me the hour cost in each department — composing, job press, machine composition, and cylinder press and binding. This cost is not the same in the departments. The flat rate per hour is no good.

"The fact that employees have to account for every minute of the day results in less waste of time and more careful work on their part. The time that goes on each job in each department comes under my eye and explanations have to be forthcoming when apparently too much time has been spent. In short, the system keeps the shop properly keyed up at all times.

"In my shop, the employees pass backward and forward from newspaper to job work, but this does not hinder in the least getting the exact cost of each. A job ticket is made out for the newspaper and I can tell each week exactly what it has cost, the same as any other job.

"The above I regard as the salient points. As I said before, the great thing is to know with an absolute certainty just what each corner of your shop is doing at all times; just what each hour in each department is costing; and to a cent what each job big and little is costing. Without such knowledge the printer is guessing at much, and guesswork is not good business.

"It takes me twenty minutes to half an hour each morning to attend to the system and an evening or two

at the end of the month to get out the summary, but no time is better spent than this."

The man who writes the fourth letter has a little larger office than those referred to in previous letters. He employs nine hands, and this is what he says about the cost system:

"It is now about a year and a half since we installed the cost system in our office,and it is working with ease and harmony, each employee doing his part with the same instinct and regularity as he eats his meals. The facts and figures which the cost system brought clearly to light were surprising. We were losing money by many leaks we had no idea existed.

"It has shown us without doubt the actual average hour cost in our office, which is something a printer must know before he knows what price to ask for his product. Knowing our hour cost we know better how to estimate on work, and we can now, without the least bit of worry, see a customer leave our office refusing to leave the job saying he can get it cheaper elsewhere. With employes' actual time as shown on our slips, we have been able to satisfactorily demonstrate to our larger customers what certain jobs were worth that we have been duplicating for them for years at a fixed price, and thus have secured an increased price without any difficulty. I find it a good policy to tell our customers about our cost system. It convinces them that we know what the proper charges are, and they have more confidence in us. It has greatly eliminated the complaining of and beating down of prices when a bill is presented. We know our cost and our customer knows we know it. We have increased our revenue twenty-five per cent on the same volume of business done, and have plugged up leaks, stopped unforeseen losses, and arranged our work to better advantage.

"The general feeling of satisfaction and the dispelling of doubt and worry, wrought by the working of a cost system are of inestimable worth to any manager or proprietor, aside from any increase in revenue. Our office is an average town office, employing nine hands. We publish a weekly newspaper and turn out a large amount of job work. We have facts and figures to prove that the cost system has been worth more money to us during the past year and a half, than our best customer's trade. I strongly recommend the cost system to any printer.

"When you have installed it, assist your competitors to do likewise."

The last letter that I read is from one of the foremost weekly newspaper publishers of Canada. He is very enthusiastic about the cost system in his office, as you will see by the following extracts from his letter:

"There are nine people in our shop; we get out a weekly twelve-page paper and do general job printing. I have been the proprietor of the shop for thirty years and have had a cost system for two years. It has taught me more in that time about the financial side of the printing business than I had learned in all my previous experience. It coerced me into building a new shop; into scrapping hundreds of pounds of old type; burning up all the old racks, stands and such junk; getting rid of three job presses and replacing them with three new and faster ones; it means next a new news press, and as soon as the duty comes off, a new typesetting machine. It set me as you know to studying plant layout. I can directly trace to it, I feel sure in saying, a great increase in production per dollar of capital and wages paid. It has proven an astounding revelation on the cost of jobs passing year by year through the shop, at prices that custom has made almost sacred. Let me tell you of sample cases of raises that we have actually experienced — a $4 job raised to $9; a $14 raised to $21. Only last month a customer paid me $81.50 for a job that thirty months ago we handed out to him without a murmur for $45. Do you wonder that I am, for my own case at least, an enthusiastic believer in a cost system? and the most far-reaching and satisfactory reason of all has not been mentioned — my hobby, you know — local advertising rates. My all-round raise in the last twelve months has been nearly fifty per cent. If the brethren from the country newspaper shops could only all rise and sing "Everybody is doing it now," what a glorious revolution would have been effected in the printing business. Ask the country publishers in your audience if they can tell what an issue of their paper costs them? How many of them know the cost of home set display advertising? How can they ever know until they have a cost system in their plants? And if they don't know what advertising space costs them, how can they make a rate card fair to themselves and those dependent upon them?

"A strong, informal, vigorous country press is one of the best assets of a democratic people. That the country press of this continent is susceptible of improvement is a truism. The first essential for the securing of that improvement is an expanded income for the trade generally — a healthier financial condition. Will some country publisher suggest a substitute method for increasing revenue, likely to be more satisfactory than a universal raise of local advertising rates? The first step to an intelligent, new and higher rate card is a cost system. A cost system and backbone — united they furnish a remedy for all but all of the ills of the country publisher. And do you know, the cost system is the easier to acquire? An average of thirty minutes per day does the work in our shop."

There are many benefits of a cost system other than those referred to in these letters. To two of those I wish to refer briefly.

In Canada, and, I think, in the United States, also, the cost system is developing a higher type of small printer. It is making of him a better business man — the beginning of a merchant printer. The average small printer of the past has not held himself in very high esteem, and his customers and the public generally have accepted the measurement of himself that he has set. His carelessness in the matter of personal appearance, and the appearance of his office and plant; his disinclination to lose a job and consequent willingness to allow his customers or competitor to make his prices; his indebtedness to banker and supply house; his occasional self-confessions of ignorance of what a job is really worth and of the fact that he is not making money — all these and other similar conditions have not proved conducive to the development of a high measure of self-respect. And it is a truism that the man who has not his own confidence and respect will not win the respect and confidence of others. But with the more general use of cost systems these conditions are changing. The cost system is impressing upon the small printer the dollar and cents value of system and order in his office and plant, and in his personal methods. The cost system is giving him a confidence in the accuracy of his own prices that causes him to get the work at those prices or let it go. The cost system is helping him earn more money and thus improving his position with the banker and supply house. And he no longer has to confess to himself or others that he does not know what a job costs him or what is a fair selling price for it. The result is a material appreciation of the respect he has for himself and the respect his customers have for him. And because the man is ever of greater importance than his vocation this result of the use of a cost system in a small

shop surpasses all others in importance.

The other benefit of a cost system in a small shop to which I wish to refer in closing is the change it makes in the attitude of the small printer to his fellow craftsmen. The cost system shows the small printer his own many and grievous shortcomings and makes him much more charitable in the matter of the shortcomings of other printers. This, I think, is why the principles of co-operation and organization are so well received today. In my own province eighty per cent of the small shops are operated in conjunction with weekly or small daily newspapers. The organization that serves their interests primarily is the Canadian Press Association, of which I have the honor to be secretary, and in whose membership seventy-five per cent of these offices are represented. In addition we have organized county associations, and these and the larger organization are gradually shifting the emphasis from the things that divide to those that unite.

Thus, gentlemen, the message I bring to you is not of the feasibility of a cost system in the small shop alone, but of the value of organization and co-operation, also. And this co-operation should not be of small printers, only, but of them with the larger fellows and with the supply houses.

You are all familiar with Sir Walter Scott's ballad, "The Lady of the Lake." You remember the story of the call to arms and how the Fiery Cross was carried by clansman after clansman until its message was known to every member of the clan. Gentlemen of this second Middle Atlantic States Cost Congress, I come to you from the firing line of a crusade for better conditions that is being waged throughout my own and other Canadian provinces. I bring you to a fiery cross whose spars are the cost system and co-operation, and which is at once the call to arms and the two-edge weapon in this warfare. I urge you to take it with you to your respective localities — whether urban or rural — and to your respective vocations — whether printer or supply man — and having given yourselves for service in this crusade, to endeavor by precept and practice to enlist others.

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High-Class Printing

By Harry S. Stuff, Seattle, Wash.

IF a man can and does do his chosen work infinitely better than his fellows, the world will make a pathway to his door, e'en though it be in a forest."

This abbreviated quotation, the authorship of which has been questioned, can be most aptly applied to the printing business. It is at least inspiring. In it a reward is apparent.

For the sake of analysis, let us put it this way: "If a fellow can do better printing than his competitor, small or large, patronage will come to him, even if his shop is in an alley."

Now, this suggests the thought that it really pays to do good work. But it pays better to get out after the orders, and also — get out of the alley.

Many shops, doing a high grade of work, have been unprofitably operated, because of at least one or all of these reasons:

A limited field.
A poor location.
Incompetent selling force.
Inefficient management.
Careless accountancy.
No knowledge of costs.

Lack of nerve to demand profit plus costs, if costs are known.

Competition is keen enough, you all know, under normal conditions. The cheap printer, doing cheap work at cheap prices, ordinarily fixes the rate. How much more formidable, then, does the good printer, doing good work at cheap prices, become?

For that reason, if for no other, we should help the high-class printer find his class and then help him stay there.

So you see we are all, large and small, interested more or less in this "high-class" printing question.

We formerly referred to it as "Art Printing." Every printer who knew the case was an "artist." And he didn't need to wear long hair, eye-glasses or pointed whiskers to prove it. He admitted it himself — his business card said so.

And here the supply houses helped him out. They provided electros of the words "Art Printer" embellished with shooting stars and crazy-quilt designs. You can see them yet — those jumping-jack letters like the Texas Tommy en silhouette. To make it real easy the electros were mortised. All the "artist" had to do was to set "William Smith" at the top; "Prompt Service — low prices — let us figure" at the bottom. Then plug it with dutchmen, print it "chromatically" — and "Bill" was off!

What is "high-class printing" today?

Why, there are any number of printing salesmen, designers, advertising men, buyers and users of printing who do not know good printing when they see it.

If they do not know what good printing is — how much less, then, do they know about the painstaking, nerve-shattering, cost-consuming production of it?

Yet they can all fix the price.

And the fellow with the brains to "deliver the goods" has been taking their word for it!

No, "high-class printing" does not mean turning out an extraordinary piece of work once in a while. That's accidental.

Nor does it mean the indiscriminate use of flubdubs and florets, ruching and dingbats, flower-pots and hollyhocks. It means the judicious application to type and paper of the elements of art — the elements which combine and make beautiful paintings, imposing architecture, inspiring sculpture, harmonious music. It means the appropriate assemblage of the elements of symmetry, balance, tone, light, shadow, contrast, repetition, repose, dignity. These must be applied with the accuracy of a mathematician and the precision of a master-mechanic.

True art has been defined as "the making of something useful beautiful." Can more appropriate application be made than to the "Art Preservative?"

The printer who does not know the joy of work well done — who has not experienced the thrill of victory upon the completion of the product of his own creation, has been robbed of one of the redeeming features of his craft.

Ah! but I know many of you have achieved it. And, almost every time, you were forced to overcome the most petty and annoying difficulties — at times almost unsurmountable obstacles.

And as, far into the night, you sat alone in your shop, doors locked and shades down, eagerly scanning each line and page — you fondly caressed those pages. You even wished the work could have been better. And as you mused and pondered, perhaps a tear trickled down your cheek. And you were ashamed of that tear.

Ashamed! Why, man, you have lived.

Laugh at the "sentimental" side of this question, if you will — but think of what it cost the printers of the old school to achieve victory. They had no trade jour-

nals to guide them — no technical schools to direct them. Fortunate indeed was the apprentice who could obtain a copy of "MacKellar's American Printer" or "Rounds' Printers' Cabinet." These printers of the old school, of whom Theodore L. De Vinne is peer, were creators — not imitators. They were forced to create yesterday — in consequence they can scorn imitation today.

Is not the printer who has thus achieved success entitled to the highest respect and utmost approbation? Certainly no physician, lawyer or business man studies more conscientiously than he.

It is hard enough to master the printing business today. But just think of the wonderful conceptions, real art treasures, that come to your desk from our magnificent trade journals. Think what this city of Chicago (this birth-place of modern high-class printing) has done and is doing for you. Think at what cost Henry O. Shepherd pioneered this grand work.

With this wealth of information and inspiration at hand, is it not pitiful that our average product, from large shop and small, is so far below the ordinary?

And what is the reason?

Because ignorant competition and lack of knowledge of cost have forced quality to the background.

To maintain quality for any length of time, it is quite necessary to know costs, or else have a bank reserve.

And in order to get the printer with the "artistic temperament" to study costs, it has been necessary to almost ridicule him. Thanks to our Philadelphia Thespians, some have been privileged to gaze into nature's mirror. Through the wide campaign of education carried on by the Typothetae many have profited. In consequence some have sacrificed the art, others have drifted into specialty work, and not a few have abandoned the craft altogether.

But to the small shop capable of producing work above the ordinary the field is more attractive than ever. There is still the satisfaction of doing good work — of inspiring and teaching others the joy of good work — getting and giving full "value received."

If ordinary printing can ever be made to bring an ordinary price, extraordinary printing will command an extra price.

All small printing offices do ordinary work. True, some of them do the work extraordinarily bad — but they get equally bad prices. The small shop doing high-class work eliminates ordinary competition, provided its clients appreciate the difference between the good and the bad. In most cases the printer is obliged to educate his trade. And in this he is greatly handicapped by the other small printer, who, unable to compete in quality, puts the loud pedal on price. And how they do "peddle" that pedal.

"Yes, I know So-and-So pretends to give you artistic work; but, Jerusalem, what prices he charges! Just let us 'duplicate' one of his jobs and we'll save you lots of money. We don't have to employ 'artists.' We've got samples from all the good shops in the country. Come down and pick something out, and see how close we can come to giving you something pretty near like it."

This comes from the fellow who prints "original designs" on his blotters.

In the name of heaven, men, don't pretend; don't knock; get your business on the square. You'll think more of yourself, and the client will have a better opinion of you, too.

Now, as a matter of fact, high-class printing can be produced better and more economically in a small shop than in a large one. There is closer personal contact from customer to finished contract. There is more human interest in the transaction. There is greater pride in the result. There is likely to be more conscientious service, and proportionately more at stake — in other words, more of an incentive to "make good" at any cost.

And now let me point out some of the absolute essentials necessary in this specialized work. Remember, however, that they can be advantageously applied to any printing business, large or small.

First—A set of accounting books (including a bank book for deposits and a bank book for savings); a complete set of cost records; a determination to accurately keep those records at all hazards.

Second—A location which will require neither airship nor submarine to reach.

Third—A conveniently arranged business office, sepa-

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rate from the workroom, where stock samples can be filed, and where business can be properly transacted.

Fourth—A well-lighted workroom, or rooms. The composing-room equipped with modern material, limited in variety, but unstinted in quantity; a proof-press that is worthy of the name; the pressroom with platens of one size and make; and if but one cylinder, at least large enough to take a sheet 25x38; a small bindery equipped with a stitcher that will stitch through; and a cutter that will cut true, be it armstrong or automatic.

But, you say, you were to talk about small shops — aren't you getting strong on that equipment? Well, every shop is small in the eyes of the fellow who owns one larger. You'll notice I have mentioned neither typesetting machines nor ruling machines. Rightly handled they are money-makers, but they are not in this class.

Now, we are building this shop to make money for ourselves — not for the supply houses. It takes longer to produce high-class printing than the slop-stuff, so we must not overlook the short cuts to efficiency. In fact, we can

profitably equip the composing room on the dual system plan, each half, so far as type, cabinets and cases are concerned, the counterpart of the other. In this way distribution and composition are simultaneously in progress on opposite sides, alternating daily. At least the type man will agree with us there.

Do not overlook the fact that the walls of your workrooms can be attractively and profitably decorated.

Inspiration is essential to the soul of genius.

Now, the next and most important feature is to get the business to operate the model plant.

We are not going to make a sale alone — we are going to make customers — patrons who will find it profitable to use our product, and cheerfully pay the price.

The motto, "Whatever the customer will accept and pay for is good enough," has no place here. That's for the fellow who builds on price. And he generally deals with most of the buyers about once.

It's not often that a fellow gets stung twice in the same place.

No, sir — we'll go on the basis that "nothing is too good for the customer who pays the price." So we stop the press and pull out a wrong font; we add a little more squeeze here, take off a little impression there — wash up a second time if necessary to get a little cleaner red. We don't have to — but it becomes a part of us — we are doing our work the best we know how. That's high-class printing — that's why all our work is above the ordinary.

But remember, we've got the cost system and we are collecting toll.

In this high-class printshop we can't afford to wait for orders. We cannot afford to wait for the customer to think out his needs. We've got to create desire.

The greatest trouble with the printing business is that so many are simply order-takers.

Every time you create a demand you add just that much more to the supply of business.

If each printer would do his share in creating or making a demand, we could soon cut down the non-productive time. We could well afford to advertise collectively in our respective localities; to show the people the value of the printing office payroll; to keep the dollar at home; to urge the use of more printed publicity to profitably augment their newspaper and billboard advertising.

So in the shop doing high-class work we will first take our own medicine. We will use consistent, persistent, attractive, high-grade printed salesmanship.

How can we expect to convince the other fellow if we do not prove it ourselves?

We carefully plan and prepare our advertising. We follow it in detail. We keep up the interest. But we don't wait for the call. We plan a proposition, lay it down in black and white; present it in such a manner that the prospective buyer cannot only see it, but feel of it. If he passes it up we don't lose that time, by any means. There are always at least two men in the same line of business in every community.

It's a mighty live town that doesn't support at least two undertakers.

After making the sale — our real service begins: We don't go after him in that arrogant, conceited way that implies that we know it all — that it's a favor to hire us at any price. No, sir; it's his money temporarily invested with us. We're going to get it back for him through the public. That way we make him a sort of collector for future investments.

We apply his ideas, if practical — we write his copy. It pays to write the copy if you know how.

We make the layout and know what we are going to do before we start.

The first item — the keystone — is the paper — size, finish, color and weight; the second, the type — for remember, high-class printing calls for different type on different paper. The third item is ink — color scheme.

The order is entered completely — a confirmation of the order goes to the customer. The details are intelligently inscribed on the various department work tickets. The composition goes forward like clockwork, and the proofs come back to the office as legible as the face of the clock. They are read, read by copy, and revised. No smutty finger marks, no torn sheets of scrap paper, no — this is a real proof — proof that we know how to print — proof that the customer has something further to expect. In an attractively printed enclosure, giving phone number and location, these proofs are sent to the customer, where practical, by a uniformed messenger. By what! Yes, by a uniformed messenger.

No human body moves so slowly, yet gets attention more quickly, than a uniformed telegraph messenger.

But our messenger is a live wire — his hands are clean, his shoes are polished, and his hair is cut. He's a part of our organization, and he's proud of the part.

If the patron is out he leaves the proof, as well as a messenger card, giving his number and the time he called.

Red tape? Ah! but that's part of the system. It's further proof that we were there on time.

With the approval of proofs follows the careful detail of manufacture — into the pressroom. Careful makeready follows with plenty of supplies conveniently arranged to facilitate the work. Then the feeders go to it — but they don't spit on their hands — not in this shop. Each has a glycerine pad at hand to moisten his fingers. We may not be godly — but we are running a close second in the matter of cleanliness. Then to the bindery, and from the bindery to the wrapping table. It doesn't bump into a part of itself getting there, either.

The wrapping of the package is just as carefully attended to as any other detail. Enclosed is a slip reading something like this:

"Done by neat, well-paid and contented people";

or,

"Full count guaranteed. This is but one of the many ways in which this office expresses its appreciation of your favors";

— and many others of similar trend are supplemented from time to time.

These, as well as the labels, bear the shop name, telephone number and address. They also carry the trademark — for we believe in trade-marks — the mark of quality.

Even the wrapping paper and twine or stickers have a distinctive harmonizing color.

Then follows the prompt, careful delivery. A light rubber blanket invariably protects every package in stormy weather.

A duplicate receipt is left with the package — the original is returned and filed.

Promptly thereafter the costs are extended, the profit is added, the invoice is mailed, and the statement follows — for we have more than one order from this customer.

And here comes the check — in full — no cash discount — and with it a complimentary letter thanking us for the superior service.

Say! — that ain't a printshop — that's paradise!

Suppose you just try it. The reward is untold — not only in the bank book, but in the home — among your fellows and in public life. You will find time to do things — and you will be inspired to do things you never thought of attempting before.

Money is not all — think of the satisfaction of seeing

your apprentices develop into men — the boys who are dependent upon you for their future. Teach them to look out-of-doors for their color-chart. The first thing, they will see that there is real beauty in the green of the grass and foliage, there is something unusually attractive in the browns and grays of the landscape, a silver shimmering on the waters, and a resplendent opalescence in the sunset. They begin to live — both out-of-doors and in. They soon apply these beauty spots of nature to every-day work. What's the result? Why, the first thing you know there's a ray or two added to old Mr. Skinflint's stationery! They have embellished even the cold commercial commodities of life.

You may be a small printer — but you will become a bigger man — for just as unselfishly as you give out help — just as unstinted will it be returned.

"Our doubts are traitors, and make us lose the good we oft might gain by fearing to attempt."

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Middle Atlantic States Cost Congress

Deliberations Characterized by Many Notable Addresses. Wide Range of Subjects Considered with Businesslike Thoroughness.

BECAUSE of the number of notably masterful addresses delivered, the Middle Atlantic States Cost Congress, held in Carnegie Lyceum, New York, October 1 and 2, and attended by several hundred printers, was one of par excellence. Printers, from the oldest and most successful offices to those who have been engaged in business but a few years, participated in the proceedings.

At the last session of the congress several striking tributes to the beneficent results of cost-system installation were paid by so-called "small printers," one of whom proudly patted his chest and declared "I am now a business man."

Deans of the calling, including Theo. L. De Vinne, J. J. Little, Isaac H. Blanchard, and others, dignified the sessions with their presence.

The congress was called to order by Mr. James W. Bothwell of New York, who had served as chairman of the general committee on arrangements. Mr. Bothwell was unanimously chosen chairman of the congress. Mr. L. J. Calkins of Schenectady, N. Y., was elected vice-chairman, Mr. Charles A. Pearson of New York, secretary, and Mr. Jas. R. Thompson of New York, treasurer.

Addresses of welcome were delivered by Hon. Edmund D. Fisher, deputy comptroller of New York, and Hon. Jos. J. Little of New York.

One of the most interesting portions of the address by Mr. Charles Francis of New York (president of the Printers' League of America), which followed the welcoming addresses, was that which contained extracts from letters received by Mr. Francis, in response to his request, from supply men.

Mr. Francis had asked their opinion of

"The Printer as a Business Man,"

the subject upon which he was to speak. The answers were infinitely varied. An electrotyper was of the opinion that there were more failures in the printing trade than in others, because the printer too frequently sold his product below the cost of production.

A press manufacturer noted that a great change had recently been taking place, that instead of considering everything above wages a profit, the printer had learned and is learning to confer with his brother printer and to apply principles discovered to be right, and was including every expense item before naming his estimate figure.

A manufacturer of special machinery had noticed a very perceptible increase in cash payments in the past two years.

A paper dealer thought that the printer was too much engrossed in his art, and that too little time was given to an earnest consideration of the business end of the industry.

A banker pointed out that the printers had not formed trusts nor combinations, but were unshackled and free. The banker made these declarations: "Stop the printing press and you will paralyze industry." "All the world looks to the printer for the uplift of humanity." "Printing has stimulated reading and has heightened culture." "The printing business has never appealed to the bankers because so much of the machinery was bought on time."

An ink manufacturer wrote that in twenty years he had lost but one-half of one per cent on bad accounts, dealing exclusively with printers.

Mr. Francis pointed out that the number of failures in the printing industry was now proportionately much lower than in the past. The speaker recommended a closer spirit of accord among printers, that members of organizations should work together as a unit. He plead for the cultivation of a sympathetic nearness to the customer, so satisfying each one as to make every customer a salesman for the office. Mr. Francis declared that the printer's stewardship was a great one, and, among other suggestions, offered this: "That every printing office should be run on the family basis — each member of the family to be made to feel that his work contributed to the success of all."

Mr. Henry W. Cozzens of the sales department, Mergenthaler Linotype Company, furnished a paper with many lively "punches" scattered through it, that would have shocked the gathering if the facts had not been so well known and appreciated. His subject was:

"Ideals vs. Business Methods of Supply Houses Not Usually Talked About"

He spoke of the shame of the trade of the subsidized employee, through entertainments of wine, women and song provided by salesmen, but declared it to be his opinion that the printer was himself chargeable with some of the blame.

Mr. Cozzens pointed out that the larger printer too often left the buying of machinery to his foreman, and, again, that competing supply men were often pitted against each other, jealousies were engendered and demoralization followed. He gave it as his opinion that all printing machinery and supplies will be sold upon their merits when the printers of the country demand it.

Mr. Cozzens suggested the following points as a working standard of business ethics in the future:

1. That while each manufacturer and each supply man shall have the right to fix his own price on the machine or article he has to sell, that price once fixed, shall be the only price at which that machine or article shall be sold, less a certain fixed cash discount, and that such a price shall be plainly printed in advertisements and given general publicity.

2. That there shall be no more juggling in second-hand machinery, and that quality, service and salesmanship shall take the place of cut prices, any old terms, joy rides and graft.

3. That credit and time payments, to be extended, shall be based upon reputation and substantial resources and not upon goodwill, fellowship, and good prospects.

4. That there shall be no more advertising the consumer or buyer of printing by the supply houses or

manufacturers with the intent that the consumer or buyer of printing shall become a club with which the supply man or manufacturers can force the printer to install his products or his machinery.

5. That the best terms to a new concern, starting in business, shall be not less than one-third cash when the machine or material is ready to ship, and the balance in short time or monthly payments with interest and security.

6. That no sale shall be made to a new concern starting in business until a concentrated effort is made to encourage it to install some cost system.

Mr. C. Frank Crawford, president of the New York Master Printers' Association, in speaking upon

"Organization and Its Benefits"

introduced his remarks with the statement that the man who said "Competition is the life of trade" didn't know what he was talking about. Mr. Crawford delved into the prehistoric for his examples and illustrations. He indicated that organization, as such, was not especially modern, that though in the beginning individual beings at first were kept busy in pursuit of game and in satisfying their hunger, the next development was that two men found they could get sufficient food for both by working half the time. They divided the game and thus unwittingly were working upon the fundamental principle to modern business success, that of co-operative endeavor.

Mr. Crawford was sorry to say that, too often, printers, when approached to join an organization, asked "What is there in it for me?" not realizing that by contributing to the good of the whole industry they would most surely benefit themselves.

He said that some printers, even after joining trade organizations, could not be correctly classed as organization men. He declared that the signing of the check for dues did not make the printer an organization man, but urged that every printer, after joining, should work for his organization's growth and for the extension of its influence. His concluding words were: "Get in. Take off your coat. Be a booster — not a knocker."

Mr. Robert Schalkenbach, of John C. Rankin Co., New York, addressed the convention upon the subject of

"Over-equipment"

He voiced the belief that knowledge of costs was of greatest importance to the master printer. He thought that intelligence concerning good business management was lacking in the printing trade.

If every printer considered his business one of manufacturing and installed a searching cost and accounting system, it was Mr. Schalkenbach's opinion, that many of the trade evils would be driven to cover. He said that the over-equipment evil in many shops was accountable for the failure to show a sufficient amount on the right side of the ledger.

The speaker had found that few printers were able to resist the temptation to buy more machinery than was regularly required, whenever a temporary rush of business came; that there would be nothing for the new machines to do three-fourths of the time. The cost of keeping the machines, of course, continued to run along all the time and was often greater than the printer-owner thought.

With the installation of expensive machines, on the other hand, many printers were driven frantic to keep the machines busy. "Nothing sounds so loud in a printing office as an idle machine," declared the speaker. "Then comes the temptation to cut prices in order to get more work for the idle machine, and the number of those who yield to the temptation is legion."

"The idle machine," said Mr. Schalkenbach, "fixes the price of your product as does the idle man the price of labor."

This address concluded the morning session. The delegates were then invited to repair to the Hotel Savoy, where a sumptuous luncheon was served.

TUESDAY AFTERNOON'S SESSION

The second session was held shortly after the diners had returned to the hall from the hotel.

Mr. J. Horace McFarland, of the Mount Pleasant Press, Harrisburgh, Pa., read a paper snapping with wit and saturated with shrewd observations and wise conclusions. His subject was

"The Efficient Printer"

Among the thoughts expressed were these:

"Bad examples of inefficiency should never be allowed to repeat themselves."

"Figures from $3.00 to $8.00 upon a church calendar job, submitted by different offices, each operating under like conditions, are too wide in their variance and indicate a lack of efficiency in the estimating department, at least."

"The man who goes headlong into deals is the most inefficient."

Mr. McFarland's words were keenly interesting to the audience. He spoke of his liking for cleanliness in the printing office and cited as an illustration that specks of dust upon halftones had been found to cost four cents each, a rather high price for real estate, the speaker thought. Upon the subject of errors, Mr. McFarland spoke of the efficiency in the government mail service, where the clerks, in throwing in their mail, were found to make but one error in 15,000. The speaker said he had made a test for the errors occurring in his own plant, and that the result was not fit to print.

In considering trades in their rank, the speaker observed that the printer seemed to be the least successful in securing millions.

Mr. McFarland advised that "the boss" should throw himself into his work with more enthusiasm and insist upon greater efficiency in his shop, and that it was "up to him" to acquire a critical knowledge of every phase of its management. "The efficient manager must know everything that has to do with his work, he must use the cost system as a physician his tools," he continued. The cost system was not to be taken as a medicine, swallowed to make one feel good, but to be carefully, scrupulously used, every day and all the time.. Mr. McFarland advised that "the boss" should study salesmanship and seek to become an adept in the art of selling goods. He urged the improvement of hygienic conditions and a plenteous supply of the milk of human kindness in dealing with employees.

He confidently expected that some day, perhaps not far distant, the maker of a book would be respected to the same degree that a painter of a picture or the artist who fills a house is respected. Mr. McFarland, in concluding, observed that "the art preservative of all arts" had bred more good citizens than the other arts, but that it had also been conspicuously careful not to produce wealthy citizens.

Mr. Henry P. Porter, of Boston, in reading a paper upon the subject,

"The Printer's Opportunity"

offered some strongly forceful pleas for co-operation and honest, candid interchange of information and ideas among printers. Mr. Porter insisted that every printer should treat his brother printer with respect, despite a feeling

of justification to do otherwise. Some printers, who are unable to understand the need of cost congresses and derisively sneered at those who attended, were catalogued as self-righteous pharisees who would some day learn their error. The speaker was able to give examples and indicated, to the satisfaction of his audience, that several proprietors were not so successful as they thought themselves to be.

He read an extract from a recent magazine article, showing how a salesman saved his firm thousands of dollars annually, by visiting printing establishments where presses were idle and was able to get rates 40 per cent lower than he could get them in busy shops.

Mr. Porter cited the fact that printing is now one of the biggest industries, and then asked, "Whose fault is it that the business is not greater in financial returns to those engaged in it?"

He declared that business success, and the desire for it, should not be counted as mercenary, but that successful work is the true religion of mankind.

The speaker warned against continuing the practice of allowing visitors to enter the work rooms, that the printer had no reason to feel especially proud of "a collection of animated junk," but should show those whom he sought to impress, a row of houses, a summer home, or other like possessions. "When you can do that," he declared, "your visitor will take his hat off to you." One of Mr. Porter's declarations, which was well received, was this: "Presses in disuse are more profitable when idle and covered up, than when in motion and turning out low-priced work."

He urged printers to be more careful of their promises, and, though the printer's price and the printer's promise had been a joke among trades, the speaker believed there was no reason why, under efficient management, the joke should not be laid to rest.

Mr. Porter gave several examples of variant prices in bids for the same jobs. One $4,700 job had an anxious solicitor at $1,540. He spoke of the vividness of the recollection to every child who handles a red hot poker, but observed that the printer seemed to have a liking for "red hot propositions."

The speaker, in referring to a recent article in a business magazine, that profits of from 25 per cent to 40 per cent were made in printing, declared the statement to be the height of absurdity, and altogether impossible. He said that the printing business would never bring the returns of a bonanza but that it could be of the greatest use and service to mankind.

Mr. Porter advised the adoption of the Boy Scout motto: "Be prepared." In concluding, he urged the discontinuance of crying down the printing business, but that printers should take upon themselves the dignity belonging to them, to do good work and win the respect of other business men as well as fellow craftsmen.

Mr. F. D. Ellick, of Omaha, Neb., and a member of the American Printers' Cost Commission, occupied the rest of the afternoon in an exhaustive analysis of large charts, illustrating the commission's cost finding system.

Mr. Ellick sharply criticised the use of any system other than the one he considered the standard. He made the point that the use of one system by printers everywhere would be a great convenience, as the common terms and figures would be easily understood.

The speaker indicated that the employee should be talked to and the cost system carefully explained to him, that some employees in their ignorance of the purpose of the system, had resented its use. He said that, by use of the blanks, the employee would increase his own efficiency and by demonstration could prove his deserving of better pay. The system admittedly "speeds up" employees, but, by so doing, actually promotes their value, a result which will bring reward.

Mr. Ellick praised the blank known as "9-H," and gave the history of its design. He declared it to be "the most wonderful blank in the printing trade," and that it was the answer to the whole system. He explained that it was the filling out of this form which determined whether the printer understood his business.

The speaker paid a tribute of praise to Mr. Isaac H. Blanchard, saying that he had had the right idea twenty years ago, but was just that much ahead of the time.

He advised the printer-boss to always put himself on the pay roll first. He was elated over the fact that the cost systems being installed by printers were attracting the interest of others outside the trade and business men generally were adopting the plan.

The speaker referred to one feature of the cost system which calls for the recording of a percentage for the investment of money in the business. He said that many large companies, in recognition of this principle, were now withdrawing their common stock and issuing interest-bearing certificates. Concerning the item of depreciation, he insisted that the customers wore out the machinery, and they should be made to pay for it.

Mr. Ellick was of the opinion that the salesmen should, in all cases, make out the job ticket, as it is he who sees the customer and has first-hand information concerning the requirements of the job, and knows of the promises made. In referring to the job record blank, Mr. Ellick dwelt upon its value in case of fire, as the progress of each job in the course of manufacture is shown, if properly filled out. It is a check upon different departments, and is often illustrative of the always lamented fact that some one does not know how to estimate.

The speaker urged the giving of more attention to the jobs making profits and the throwing out of those which were shown to be profitless.

"If you cannot sell your goods at right prices, get out of business," advised he.

According to Mr. Ellick, one printing house owner had found a way of increasing the output of a cylinder press from 650 impressions an hour to 1,050, by a careful study of the press record. The delay had been found to have been caused in getting the stock from the stock room. Some printers were found to have been making the deplorable error of basing prices upon the highest obtainable speed rate of presses. As an example, Mr. Ellick said that the off-set press in his own shop could run 6,000 an hour, but that the record showed it averaged only 2,688 an hour.

He spoke of the dissatisfaction of large buyers of printing with the printer's cost system, and told of one packing-house buyer, who had been getting an $8,000 job done for $6,000. He remonstrated against the further installation of the systems, for it would deprive him of the advantage of demonstrating his value to his employer.

Mr. Ellick said that the printing office of which he is manager lost $60,000 worth of business in one year as a result of installing the cost system, but that the profits upon new jobs taken went a long way towards making up the loss and permitted the employment of time to greater permanent advantage. Mr. Ellick answered many questions that were put to him by those in the audience, and the applause with which his efforts were greeted evidenced the warmest appreciation.

Banquet Tuesday Evening

A banquet was held Tuesday evening at the Hotel Savoy. About 500 delegates to the congress sat down

to the feast. The menu was an elaborate one, and the viands the choicest of the culinary art.

Mr. John Clyde Oswald, editor of the American Printer, was the toastmaster, and the ability with which he filled his position entitles him to laureateship. Mr. Herbert Witherspoon, a tenor whose vocal powers are of the highest degree of excellence, won enthusiastic recognition in the rendition of three numbers.

Mr. T. L. De Vinne was present. Upon his entrance into the banquet room, the diners arose to their feet, huzzahed and clapped their hands. He was hailed as the dean of American printers, and responded in vigorously appreciative words.

Besides Mr. Oswald, the speakers of the evening, and their subjects, were: Hon. Charles F. Moore, "Printing and Politics"; Hon. Alfred E. Ommen, "Printers as I Have Found Them"; Rev. Dr. Macy McGee Waters, "The Prophet in Business"; Mr. A. M. Glossbrenner, President U. T. A., and "Jack" Armour, "An Old-time Printer in Verse and Worse."

The impassioned address and eloquent appeal of Dr. Waters brought the banqueters to their feet and the speaker was greeted with continued salvos of enthusiastic applause.

WEDNESDAY MORNING'S SESSION

The session Wednesday morning was opened with an analysis of "The Bindery Cost Problem," by Isaac H. Blanchard, of New York. By the use of large charts suspended before the audience, Mr. Blanchard first compared the cost of one hundred hours' work on an automatically-fed folder (value about $2,000) and the cost of the same time on a side index cutter (value $50), figured on a bindery classified wages basis and compared with the "scientific basis." The question was whether to charge the rate of 83 cents an hour, or any similar rate, to the job when run on the $2,000 machine and the same price on the $50 machine. The result of the comparison was interesting.

Mr. Blanchard then discussed the cost of running other bindery machines and suggested that when the records showed a continued loss upon particular machines, that a strong effort should be made to get work for the machines, or that they should be sold and taken out of the shop, so as to utilize the floor space to greater advantage.

The speaker declared that the consideration of greatest importance was that the individual printer should find his own costs, and was not especially anxious that a general system be followed by everyone.

Mr. A. M. Glossbrenner, president of the United Typothetae of America, read an address having for its subject, "The influence of the United Typothetae of America." He reviewed the accomplishments of the United Typothetae and in referring to origin of the emblem, expressed his belief that the society would not soon relinquish it. He declared that the Typothetae is progressive and stands for everything and anything that will improve the printing business.

He advised no one to install a cost system unless he purposes to continue its use — year in and year out. He predicted that the installation of a cost finding system in an office, would at first bring more than one revelation and finally a revolution. He was confident that the use of the system would enforce thinking on the part of the employer or manager, upon whose personal supervision its operation must depend.

Mr. Glossbrenner announced that the U. T. A. secretarial force was working upon an accounting system which it would recommend for adoption in connection with the standard cost finding system. In closing, the speaker made the declaration that the United Typothetae of America had been the great predominating influence for good in the trade for twenty-five years.

Mr. William B. Brewster, of the Merchants' Association of New York, described the "Board of Trade Movement" and detailed the history of his own activity in the encouragement of co-operation among printers, and of his success in bringing about the forming of printers' organizations, both in this country and in England.

He made the statement that some purchasers of printing had condemned him for starting the movements, for it interfered with their securing low-priced printing. The speaker said that these purchasers used to play with printers as the cat does the mouse. He had found that the use of cost systems was gradually discouraging the practice of furnishing estimates "while you wait."

The one thought which Mr. Brewster wanted to leave with his audience is found in a question which he put: "How are you to permanently improve the industry unless you have a central office to check up both yourself and your customers?"

Mr. Edward L. Stone, of the Stone Printing and Manufacturing Company, Roanoke, Va., gave an address upon the subject of "Progress in Cost Finding."

Mr. Stone traced the history of methods that had been pursued in his own plant, explaining that, at first, the only record kept was one in the composing room but there was no track kept of the non-productive time. Other items were not even considered.

He spoke of the work of printing trade journals in stirring up an interest in costs and finally of the great convention at Chicago, the First Cost Congress.

Mr. Stone noted the fact that the customer, as a rule, could now feel reasonably sure that he is getting printing at the right price, with a fair margin of profit to the printer. He reminded his hearers that, though the cost system will not do everything, it will certainly reduce the number of Pharisees, cut-throats and robbers, "and, after all," he concluded, "what is better than confidence and friendship?"

TUESDAY AFTERNOON'S SESSION

Mr. W. W. Pollock, of the Manufacturers' Appraisal Co., Cleveland, Ohio, was the first speaker Tuesday afternoon. He announced that he had no lengthy address but chose to introduce the subject and invited questions. The result was most interesting.

He said, by way of introduction that it was the most natural course in ascertaining value of an article to ask some one who would know what it was worth. Value, in general, was described to be the measure of usefulness that an article may be considered to have by one who was familiar with it.

Depreciation was necessarily arrived at by getting some one's opinion of the percentage to be charged and naturally, the opinion of some disinterested person was likely to be of the most value.

The speaker said that a scientific appraisal was a great aid in arriving at cost as it was departmentized and consequently fixed charges could be made in the different departments.

The method of making the appraisal, he continued, should be one which would include all the information possible, so that everything in the building could be replaced. Every machine, with its necessary appliance and tools should be carefully enumerated.

The first question asked, after a fire, is "Where is your inventory?" and, the speaker said, that a scientific inventory or appraisal most naturally was given greater respect by insurance companies. The appraisal puts the

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BANQUET OF MASTER PRINTERS ATTENDING COST CONGRESS, HOTEL SAVOY, NEW YORK, OCTOBER 1, 1912

burden of proof upon the insurance company, whereas the policy places it upon the holder.

Mr. Pollock averred that depreciation was the foundation for all appraisals, and, though the plant depreciates in value constantly, the fact should be borne in mind that renewals are constantly being made. He urged that every printer should know the value of his plant as a "going concern." Appraisals, he said were valuable not only in themselves but should furnish useful practical information to be applied in promoting efficiency and profits. The appraisal book should not be filed away and never consulted.

Appraisals, he said, need not necessarily be taken each year. Supplemental sheets were furnished upon which additions to the plant, or the removal or sale of equipment, could be noted with sufficient exactness.

The speaker pointed out the fact that a policy was always gotten up in the interest of the insurance company and that the insurer always had to prove his fire loss.

The "junk value" of a printing office was declared to be problematical though, usually, even banks considered the value of an office as a "going concern."

Mr. Pollock called the attention of the audience to the fact that building material was much higher than it had been, and urged that this fact be given careful consideration when making appraisals.

"The Printer and the Banker" was the subject treated briefly by Mr. Henry Dimse, vice-president of the Greenwich Bank.

He said that every banker realized the value of printing in his own business but he thought that printers were a little slow in making suggestions to customers. As a rule, he had found that the printer expected the customer to offer suggestions about a thing with which the former should certainly be the most familiar. He spoke of the wide difference in bids upon identical jobs as being most remarkable.

In presenting a statement to a bank the speaker suggested that there were several considerations which must be borne in mind, among them the fact that the banker was handling other people's money. The first thought of the banker, when money is applied for, is the moral risk; second, the prospective borrower's ability to manage.

Padded, flattering statements were generally detected with little difficulty. The speaker suggested that a would-be borrower with an unpretentious statement often received better consideration than one proffered exactly the opposite in character.

One of the most interesting and valuable addresses of the convention was that by Mr. Willis O. Robb, chairman of the New York Fire Insurance Exchange, upon the subject, "The Printer and His Fire Insurance."

In calling attention to the rates of fire insurance, from 16 cents per 100 to $7.50 per 100, Mr. Robb was firm in the declaration that the printer could choose his own rate. He said there was a clear profit to any printer who would make the improvements suggested by fire underwriters — incidentally it promoted good housekeeping, and, he said, "fifty per cent of fire loss in printing offices is caused by bad housekeeping."

Mr. Robb voiced it as his opinion that not only is the fact borne out that "no man liveth to himself alone" but he was sure that "no man burneth to himself alone."

In his twenty-five years' experience as an insurance adjuster and as an underwriter he had learned several things which had been of value, and suggested that a knowledge of them would not be injurious to the printers assembled.

Mr. Robb enumerated them as follows:

1. Next after the firebug and the utterly careless man, the worst moral hazard for the fire underwriters is the man who thinks his risk cannot burn, and acts accordingly. Many such a man have I had to deal with, and he is always a pitiable sight.

2. Of the very small proportion of fire losses that give rise to any litigation of any kind — less than one-fifth of one per cent — many involve the presence of what are called non-concurrent, or partly non-concurrent, policies, and these cases occur oftener in the printing trade than in any other business.

A single press or machine will be bought on installment or under contract, insurance will be required to be taken out, payable to the seller and no attention at all will be paid to the fact that this machine is already covered, or not excluded, by general policies covering the whole plant. Fifty-seven varieties of trouble follow from this condition. Even if no lawsuit is necessary, a long delay always results from losses under non-concurrent policies while the several companies are getting together on the apportionment and during the delay the policy holder is not the stake-holder.

The moral is: never, under any circumstances, take out specific insurance on any one piece or portion of your property, without making absolutely sure that your general policies have been made to exclude that piece or portion.

3. Do not insure or try to insure any kind of property, say plates or cuts, that have not a definite and ascertainable value due to the certainty that they must be reproduced if lost. Collections of such property that may have a large aggregate value but no ascertainable or piece value should be put in fireproof safes and left out of your policies altogether. Not all valuable property is a suitable subject for insurance, but only that on which a value can be determined with reasonable accuracy after the happening of a loss.

Insure, therefore, the properties of ascertainable value, and keep in absolutely fireproof vaults, without insurance, any property of which the value, though great, is wholly problematical or contingent on recapitulation: First, the printer substantially makes or can make his own insurance rate, by the greater or less hazard he chooses to maintain. Second, it is his duty to himself, to the trade he represents and to the community of which he is a member, to make both his fire hazard and his fire insurance rate as low as possible. Third, let him remember that after all he may have a fire, and that therefore his insurance should, both as to substance and form, be arranged in the best possible way to lighten the burdens which that fire will impose upon him if it happens.

The last address upon the program was one of the most informing and enlightening. The subject was "Is the Standard Uniform Cost Finding System a Feasible Proposition for the Small Printer," by Mr. John M. Imrie of Toronto, Canada.

Mr. Imrie answered the question in the affirmative, and he had enough evidence and sufficient strength of argument to convince the most densely stupid printer that ever lived.

Mr. Joseph Brennian of Frankford, Pa., and Mr. Robert Stein of New York, both proprietors of small offices and users of cost systems, testified minutely as to the benefits they had enjoyed. Neither one had made money until they installed cost systems.

The Resolutions Committee submitted a report, after the acceptance of which the congress adjourned.

BENJ. S. HERBERT.

Suggestions on Efficiency

By Channing Barnes

Beginning with the December issue five awards will be made, on alternate months on the best ideas towards efficiency in any branch of the printing trade, as previously announced. First prize, $5.00 in cash; second prize, $2.00 in cash and a year's subscription to The National Printer-Journalist; third prize, one dozen Rouse composing rules in a leather case; fourth and fifth prizes, each a year's subscription to The National Printer-Journalist.

THE burden of the printer's song for the past few years has been cost system, estimating and increase of prices. Assuming that the work of organized master printers is representative of the trend of the times, we find that the one pivotal point around which all revolves is the finding of costs and adding thereto a profit as a selling basis. Printing journals also take up this line of discussion with greater zeal than almost any other point in the trade. The employees, through their unions and as individuals, are at the same time looking for greater wages.

On the other hand, the buying of printing has become a profession. No business man nowadays but has some smattering of knowledge of type, papers, inks, and, often perverted, of typographical display. Moreover, there has grown up the large number of advertising agencies, and today there are but few businesses but have their own ad men.

All this latter class are figuring cost of paper, of composition, and getting rival bids, endeavoring to get the best product at the least price.

Except for a favored few, the master printer is no longer respected as a man of letters — one who is master of a craft that the ordinary man knows little about, the artist. The time has arrived when the printer is a manufacturer and he should be the first to recognize this fact.

Now consider for a moment the basis on which cost congresses wish us to develop. We are to find our costs per hour with all overhead expenses added and then the estimator is to decide on how many hours a piece of printing is to take, and make his estimate accordingly. Then, by accurate time keeping, the cost to be computed on the job, and these costs are to be carried along and are ultimately to be used as a basis to re-estimate the cost per hour.

Emphasis is especially laid on the injunction to give no estimates when it is possible to avoid doing so. "Do not take a difficult piece of work on a fixed estimate" is the cry.

Is this the best way to run a printing business? Are these methods putting the printing trade on the best possible basis for future growth? Most emphatically not.

Printers, when you buy your presses, do you care about the hour cost in producing that press? When you buy your paper, do you care about the hour costs on that paper? Not at all. You are sufficiently intelligent to want a sample and a definite price. If you receive a batch of paper below sample, do you take as excuse poor weather conditions, the increased cost of pulp, the increased hour cost? Again, no. Yet I venture to suggest that the paper dealers, the paper makers, the printing press builders, all make as fair a return on their money and business energy as the average printer. The hour cost, cost systems and cost congresses are a great step forward and have done more than any one thing to better conditions in the printing trade. Let the good work go on. Yet these are but a stepping stone to a higher science, and that is the science of efficiency, and the sooner the printers, employer and employee, wake up to this fact the less likely they are to be left out in the cold by the onward march of progressive business.

This science, under the name of scientific management, has been studied and worked out by some of the brightest minds in the country in other trades, and is being thoroughly undertaken in at least one printing office in this country. Such men as Taylor, Gilbraith, Emerson and many others have carried out the idea through years of the most careful research and have produced the most startling results.

Why should not printers study this subject with the same vital interest that others have done?

I do not pretend to be an authority on this subject, nor by this series of articles will I try to revolutionize the printing business. However, from the viewpoint of awakening interest it is hoped to make this department successful.

Toward this end discussion is invited along all lines contributing to efficiency in a printing office, and the best ideas contributed will be printed, with credit given. Questions will be answered or referred to the National Printer-Journalist readers for answer, and criticisms of statements will be welcomed. Especially will this department welcome suggestions along lines that will help the smaller printer, for the small shop is the backbone of the trade.

Just as you cannot get on without a backbone, so the stiffening of prices and the self-reliance and success achieved in the small shop will work out the salvation of the whole trade. Attending the Typothetae convention in Chicago it struck me that in scarcely any other line of activity would one find so many of the big men of the business who had but a few years since been working as employees — climbed up from the bottom. Yet it is those who are climbing — those who are getting ready to climb — who need this business education the most. Peculiar to the printing trade is this condition.

A young printer may learn his trade thoroughly, save some money and get up to where he can see where he is being paid for an hour's time to set and print a job that the boss sells for $3. He figures out the stock costs about 75 cents; he finds where a job press and some type may be bought for two or three hundred dollars, and — hurrah — he is in business for himself!

He hustles around and finds he can do $50 or $75 worth of business in a week. Every job that comes in calls for a line of type he doesn't seem to have — and the supply houses are there with the credit!

When he is equipped for a line of small job work he sees where he can get a little magazine or small contract if only he had a larger press, and — again he gets the credit!

As his business grows he must hire help. By this time the business is a child of his heart. He cannot see why the men he hires cannot take the same personal interest in the work that he does. He forgets when three years ago he was content to do only a little more than the average.

In the meantime the law of averages goes on. Steel disintegrates. The tiny molecules change position. His first type faces are worn out. Styles have changed. He has lost the fine small work he had at first. Interest, insurance, taxes, and a reduction of energy all work against him day and night. He realizes all at once that he has overlooked the immutable law of business. Has he made money enough in those five or ten years to completely replace his plant? If not he has failed. And whether he goes into bankruptcy or turns around and fights it out to success, those years have been a dead loss.

But more — his failure to succeed has affected every other printer in the radius of modern transportation. I can positively assert from experience that the mismanagement of one large concern in a large city crippled one small printer, even though they ultimately failed and he survived. Now every small shop near a pair of tracks that ultimately leads to Chicago or New York, if not run on a business basis, is helping to gray the heads of some large printing houses in those cities.

We are indissolubly bound together in the ties of business. But what is the remedy? Cost congresses, a fellowship among printers, a system of accounts that really finds costs. These all help.

But what can one do when shops keep coming up and underbidding? A new generation is arising and we can't reach them all.

Let us look to other lines of business. In the steel mills they found that by selecting their men and teaching them the exact amount to carry at a load, the exact time to rest, and planning the exact sequence of their work, their efficiency was so far increased that the firm could pay them 50 to 75 per cent higher wages and still get the work done much cheaper. In many other lines of business similar results have been obtained. In the printing craft no such methods have been applied.

Now we find that we must charge, say, $1.25 per hour for a workman that gets 40 or 50 cents. Then we take a piece of work (a written or verbal contract) to produce. At the end of the year we try to convince ourselves we have made some money.

Suppose we take a very efficient type of management — where the boss drives his men to hurry — rush all work. Time is everything. "We can charge only so many hours on this job." The work is rushed, the work is spoiled, the typography doesn't suit, the presswork is slighted — and when a good man gets a chance he gets another job — but you can always have plenty of poor workmen.

So we have the proposition. We take a job of printing on the basis of hours in which it can be done. (Scarcely two people in the same shop will agree on the number of hours.) We do it and charge to the customer the predetermined price for the job, or for the hours taken at the price per hour determined in our shop. But the customer pays so much for such a job, and he considers it high or low by his own experience in buying printing. So you either lose money, lose your customer or compromise.

This present system, as carried out in the most up-to-date shops, is the best we have today, and yet see the uncertainty in each item — your guess on the time the job will take, your guess (backed by some statistics) on the price per hour, and your guess on what the customer thinks or will think as the amount he should pay. For the purpose of analyzing these three items of guess-work in some of their branches I will follow the jobs as they go through different shops, and suggest how they might be done in a different way.

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Addition to the Linotype Factory

The new eight story addition to the factory of the Mergenthaler Linotype Company, in Brooklyn, N. Y., is rapidly approaching completion and will be ready for occupancy in the near future. It will be all under roof within thirty days, the exact date depending largely on weather conditions and delivery of steel. The building is of reinforced concrete and steel construction throughout.

When finished it will enable the linotype company to make prompter shipment of its multiple magazine machines, the demand for which shows no signs of abating.

Second Ohio Cost Congress

Value of Good Persistent Advertising Demonstrated, Lessons as to Practical Printing Management, Cost Finding and Price Making

MANY of the readers of the National Printer-Journalist need only to be reminded of the splendid advertising campaign carried on in the promotion of the Second Ohio Cost Congress, in order to understand the splendid results. The high character and completeness, thoroughness and persistency of the distribution, if there is any virtue in advertising at all, could not fail in bringing success. Even the promoters, after only the first two or three rounds, were not very sanguine. There was evidenced much lack of interest, much indifference, to be overcome both among the printers and the prospective exhibitors.

Good, persistent advertising turned the trick, and there never before was such an attendance of printers at any national or international congress or convention as at this state congress that also included three or four adjoining states.

There was a mailing list of some 6,500, and there was an enrollment of over 1,800, who each paid an enrollment fee of three dollars, and at least 8,000 other printers, including employees and employers, visited the exhibits. The typographic exhibition — including all manner of printing appliances, composing machines, presses, devices and materials, as well as paper making, electrotyping, engraving and binding — was the largest ever given in this country. The exhibits were highly interesting and educative and as we understand — by reasons of sales made or orders taken — satisfactorily profitable to exhibitors.

Very complete details as to arrangements, halls and program were given in the October issue of the National Printer-Journalist so that, as to these, little more need to be said than that everything was up to expectations and carried out as announced.

Saturday was made a holiday for printers and allied trades, in Cincinnati, and thousands of employees visited the exhibition, which was also visited very generally by members of other callings, especially on Friday and Saturday evenings. It is not too much to say that the exhibits were viewed by over thirty thousand people, and among these were ministers, bishops, advertising men, merchants, men, women and children, all intensely interested in the displays and anxious for souvenirs.

The Congress was opened promptly at 10 o'clock Friday morning, by a musical recital on the great Music Hall pipe organ, the second largest instrument of its kind in the United States.

President Garner then called the Congress to order and in a few words introduced Bishop J. M. Walden of the Methodist Episcopal church. The bishop, before offering the invocation, made a few prefatory remarks, telling about his experiences as a printer and of his long association with printing and printers as head of the Cincinnati branch of the Methodist Book Concern. Having placed himself en rapport with the members of the assembly, he offered a prayer in which he asked Heaven's blessings on the great and responsible calling of printing, and for the guidance and inspiration of its votaries in their work and in their devotion to its highest progress and usefulness.

Mayor Hunt delivered a cordial welcome on behalf of Cincinnati, showing how printing had advanced civilization, banished ignorance, broadened knowledge. He praised the press for its wide usefulness and uplifting, enlightening influence, tracing the progress from Gutenberg and Coster and from Benjamin Franklin until today, when the press has almost supplanted the forum or public speech in settling questions of state and imparting knowledge.

The response by Albert Scholl, of Chillicothe, was happy in thought and expression, extolling, not alone hospitality — highly appreciated on this occasion and received in the generous spirit with which it was tendered — but justice and courtesy and the Golden Rule to which the movement among the printers has led, and by which they were coming to be actuated and on which they were acting in their efforts toward reaching a basis of intelligent understanding and intelligent honesty in the conduct of the printing business.

President Garner made a brief report showing enrollment up to date and urging the importance of funds and co-operation in carrying on the good work.

The report of Secretary C. Lee Downey was full of interest and of value to all organization workers in the different states, showing how successful work has been organized and carried on. After the First Ohio Cost Congress at Cleveland, that state was divided into twenty-eight districts, and a vice-president was appointed for each district to push forward and supervise the work. The reports of a number of these vice-presidents made an interesting and instructive feature of the first day's session. It is a plan that could well be adopted by the state press associations of the nation in affiliation with the National Press Association.

Ten new and separate local organizations had resulted from the work carried on during the year. Wonderful things can be accomplished by systematic organization by means of which work is divided and lightened and the benefits brought home to and the results worked out in every section of a state.

It is a plan that we have advocated since 1884, when we brought this plan before the Minnesota Editorial Association. The report showed that, during the year, cost systems had been installed in thirty-two offices at a total cost of $343, or $10.50 each, or an average of about one-tenth of the average cost of such installations. Many workers make light work and, as every advance and improvement in the methods of the conduct of a printing office and in the fixing of the right price for work, is of an advantage to all members of the calling, there is a real profit, though it may be indirect, in this work that is done free of charge for the good of the craft.

There were many interesting statistics given in the secretary's report, showing, among other things, the number and rating of printing offices. It is interesting to note that eight offices in the state of Ohio are rated above $500,000 and three hundred and forty-two are rated from $5,000 to $300,000. Another interesting matter was that of reports showing increased profit during the year and direct benefits from local organization. Reports were not complete, by any means, but the work has just been inaugurated and, with the impetus given and the broader interest awakened by the wonderful success of this last cost congress, great things may be expected for the coming year. Other items of interest given were the number of printing offices, number of employees, number of cylinder presses, platen presses, and so on.

The addresses were able. To give even a summary of all these would be impossible here. The National Printer-Journalist readers, however, have had the benefit of the thoughts of many of the leading speakers, on former occasions. We are glad to give, in full, the practical and

inspiring address of Henry P. Porter, of Boston, on "The Printers' Opportunity," which deserves and will repay careful study by every man in the business.

"The Science of Business Building" was one of the closing addresses, and was by A. F. Sheldon, whose ideals and fame are known throughout the business world.

Mr. Earl R. Britt, of St. Louis, handled the subject "Your Business, Your Customers and Yourself" in his usual, catchy, forceful style. He pictured the weakness of the printers of the past and gave answer to the question, "What Are You Going to Do About It?":

"You're going to sweep out the cobwebs of tradition and habit and indifference, and you're going to invite Miss Prosperity to visit you awhile.

"If you haven't done so already, you're going to throw out those useless time tickets, and you're going to install an able-bodied cost system to look after the mechanical part of your shop.

"You're going to find out if a man is able to pay his bills before you are going to let him become a customer.

"You are going to take him into your business sufficiently to let him pay his just proportion toward keeping your plant up to date and efficient, and you're going to give him better service and better satisfaction than you've ever been able to give him before.

"You're going to open up a separate account in your own name in the bank. You're going to pay yourself a better salary every week than you pay anybody else, and you're going to make your family feel that you are just as good a business man as any other merchant in town."

We shall give other addresses or extracts therefrom later.

A cost finding school with three classes, in different rooms and with separate teachers, was one of the novelties of this Congress. These classes were conducted from 2:30 to 5:30 each day with the instructors named, in rooms furnished with charts, blackboards, etc., F. I. Ellick, "The Standard Cost System"; Eugene Smith, "The Ben Franklin System"; R. T. Porte, "The Porte Practical Cost System." Naturally these systems have many things in common and seek the same end of ascertaining actual costs through proper allowances for interest on investment, for replacement and all overhead expenses and the keeping of accurate records of labor and other expenditures.

Frank I. Ellick, of Omaha, gave a very complete demonstration before the convention, with a complete set of charts of "The Standard Cost System."

At the evening session, Friday, R. T. Porte gave a demonstration of his "Cost System of Country Offices," using the blackboard and stereopticon views.

The members of the Congress listened to two addresses with opposing views, on the subject of "Ohio's Workmen's Compensation Law." The first address was delivered by the secretary of the "State's Liability Board of Awards," and was highly commendatory of the law and its practical workings. He explained its needs and its benefits and seemed to clear up wrong ideas of the intentions and meaning of its provisions.

The second address was by Charles F. Waltz, secretary Employers' Association, who is also said to be an authority. He turned off a neat compliment to the printers in opening his address, saying: "I am fully conscious of my inability to fittingly discuss so important a subject before a body of men who, from the very nature of their business and profession, are naturally leaders in the vanguard of the armies of intellect."

While he declared himself "heartily and enthusiastically in favor of the principles embodied in the general proposition of workmen's compensation," he thought the Ohio law "not to dispose fairly and equitably of the problems in this respect." Whether right in his contentions or not, he made his objections to seem very plausible and advanced such facts as will cause the employers of this country to feel that, under recent new laws, they are face to face with new and untried conditions. However, it is not to be too readily adjudged that measures, intended to establish rights and to protect human beings, are to be so administered as to work hardships for any great length of time. There is often friction in new adjustments, but under the established principles of our government, there can be no permanent denial of rights, if the courts are held amenable and made responsible to higher principles of justice that rule the hearts and minds of the great mass of the American people.

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New Orleans Making Ready for Convention of 1913

New Orleans, La., Oct. 18, 1912.

Nearly all the printers in New Orleans responded to a call for a meeting on the evening of October 10, and enthusiastically organized the "New Orleans 1913 Printers Conventions Committee."

Next year's conventions of the United Typothetae of America and the Fifth International Cost Congress to be held in this city were discussed at length and general ideas were exchanged as to the things necessary to be done to make the greatest possible success of these meetings.

After carrying a motion to go into permanent organization, Mr. Frank Dameron was elected general chairman of the committee, Mr. Walter Brandao, secretary and Mr. Frank O'Donnell, treasurer, and other committees were appointed as follows:

Finance — H. A. Thiberge, chairman.
Entertainment — Herbert Palfrey, chairman.
Souvenir Book — William Pfaff, chairman.
Publicity — Oscar Schumert, chairman.
Reception and Hotels — Henry Claverie, chairman.

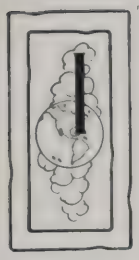
To each of these committees was added from three to eight members and they are each independently working on the details of these branches of the work which come under their jurisdiction. They will be called upon to submit their plans at a meeting of the general committee, to be called for October 24.

It was agreed that for the next three or four months the general committee would meet every two weeks, unless extra meetings were called by the chairman and that as the time of the convention approached meetings would be held more frequently as the occasion may require.

As evidence of the interest taken in this initial meeting, although held more than a year prior to the convention, those present signed obligations aggregating $1,450 toward the entertainment fund and many who were not present sent word, or have since stated they will do their part toward raising a fund which will insure the fullest possible success for the meetings.

If aggressiveness and enthusiasm and universal approval by the local printers are any indication, the convention at New Orleans in 1913, should, without doubt prove a notable one in the history of the National Association.

New York Printers' Board of Trade Giving Practical Instruction in Costs and Estimating



IT was the pleasure of Mr. Benjamin S. Herbert of this journal, while in New York City recently, to attend one of the sessions of a class in cost finding and estimating, being conducted by the Printers' Board of Trade, at 147 Fourth avenue.

The class was in charge of Mr. Charles Paulus, the secretary. When the visitor entered he found the young men engaged in estimating the amount of ink per thousand used upon a variety of printed sheets exhibited.

The sheets were full size and for the most part were from millinery and cloak catalogues containing numerous cuts of large size. Other sheets were shown of smaller size printed from type or plain electrotype forms. In all cases the estimates were not far from the exact amount of ink used. One man, evidently of more practical experience, often guessed within a fourth and an eighth of the amount which the cost record of the job indicated had been used.

Estimates were asked upon 10,000 catalogues, and the figures were not so close to the productive costs. One was over $200 less, while there were two by older members of the class which were less than $50 out of the way.

The younger men are learning and within a few months will have acquired a training which will insure them against attacks of feverish chills and sleepless nights of fear that they have not included everything when they get to the point of writing actual estimates.

In establishing the school, the first session of which was held in January, 1911, the Printers' Board of Trade was prompted by the conviction that there was a great need of a better understanding of cost and method of arriving at a more accurate knowledge of the details involved in all estimates as related to the printing industry.

The Printers' Board of Trade was influenced in the practical development of the idea through the knowledge that the absurdly wide range in prices existing today in the eastern printing field is due solely to an inadequate understanding of the details of cost of production by men who in every other respect are excellent craftsmen.

The curriculum embraces a study of the Standard Uniform Cost System; discussions of problems of installation and practice; review of periodical cost statements; the making of estimates of the cost and selling price of various jobs; the details of composition, presswork, binding, paper, designing, engraving and electrotyping; discussion and demonstration of actual manufacturing experience, and the many other important factors that enter into the conduct and daily practice of the printing trade, taught under a simplified but thorough plan of instruction.

A fundamentally correct understanding of the cost of producing various classes of work is the surest, simplest, speediest and only adjustment of the price question, for, of necessity, where costs are definitely and accurately known, and estimates properly made, prices will show a legitimate profit on capital invested and labor expended.

Standardization of price can only be brought about by a standardization of costs, and standardization of costs will eliminate the chaotic conditions of competition existing so generally today in the printing business, ultimately bringing about a normal and legitimate competition, that can only be reached by absolute knowledge of the essentials of a business and its contributory factors.

To the employing printer the advantages of having such class education as the school offers are manifold. It gives a knowledge of the correct basis on which jobs must be figured to be profitable.

To the ambitious employee seeking to better his position the school affords an invaluable training in his chosen trade that will early qualify him for advancement.

The course is divided into two terms, as follows:

The Fall term, consisting of eighteen weekly sessions, which began Wednesday, September 18, will carry the student through a carefully graded course of practical instruction at each session.

The Spring term, consisting of eighteen sessions, beginning February 5, 1913, and continuing every Wednesday thereafter until June 4. Classes convene at 3:00 p. m.

The subjects treated will include:

First — Study of the Standard Uniform Cost System.

Second — Discussion of problems of installation and practice.

Third — Review of periodical cost statements.

Fourth — Blackboard work from cost data.

Fifth — The making of estimates of cost and selling price from actual printing jobs.

Sixth — The details of composition, presswork, binding, paper, designing, engraving and electrotyping.

Seventh — Blackboard demonstration and examples.

Eighth — Discussion of actual manufacturing experience and economical and efficient methods for preparing, laying out and production of work.

The aim of the school is to add constantly to its plan of instruction any and all things pertinent to the interests of the printing trade in the broadest educational sense.

At the end of each term the students will be examined for proficiency, accuracy and general cost qualifications by committees on cost accounting, preparation, designing and execution, presswork, and composition, who will report their findings to the governing committee in charge of the school, which will then issue a certificate, or diploma, to such class members as receive the required percentages entitling them thereto.

Each active and associate member of the Printers and Bookbinders Boards of Trade of New York will be entitled to one scholarship in each term at $10.00. Additional scholarships to Board members may be had at $5.00 each.

Non-members may obtain admission to the school upon payment of $15.00 for each pupil for the term, payable in advance.

The following are the committees in charge of the school:

Governing Committee — Frederick Alfred, G. Frederick Kalkhoff, Robert Schalkenbach, William Green, Edmund Wolcott.

Committee on Cost Accounting — Frederick Alfred, James R. Thomson, John S. Watson, A. Stanley Graff, William Green.

Committee on Preparation, Designing and Execution — Judd H. Redfield, G. Frederick Kalkhoff, Gustav Zeese.

Committee on Presswork — William Green, Karl M. Schlueter, Louis Stettiner, James W. Bothwell.

Committee on Composition — Edmund Wolcott, James W. Bothwell, George R. Valentine, Robert Schalkenbach.

Job and Newspaper Offices

G. A. Wray

This title does not seem to have the right ring to it; does it? What's wrong? Transpose it and the result is a more familiar expression, for we almost invariably speak of a country printing plant as a newspaper and job office.

This is all wrong. The newspaper is simply one of the jobs done in a job office properly equipped to turn out a newspaper. Some printing plants are specially equipped to turn out cards, or labels, or envelopes, or dodgers; and yet one never hears of a "card and job plant," or a "dodger and job plant," etc. The newspaper issued from a general country printing plant should always be considered as a distinct job — a "filler," if you like — but a job on which the cost shall be known from day to day or from week to week. Every issue should carry its own job ticket and accurate records of time, labor, expense, etc., kept thereon.

The only way to ascertain the cost — and hence, the selling value — of newspaper space is to keep accurate records of all the items of expense which go into its production. Printers have been guessing at costs altogether too long; and they have been guessing wrong. This is true of the entire product known as printing, but especially so of the weekly newspaper issued from the country printing office.

Country printers are therefore urged to keep close records of all time spent on every job, and especially on the big job of the week — the getting out of the paper. Then ascertain the proportion of non-chargeable or non-productive time and saddle this at once upon the time sold. The wage hour cost is thus obtained. The next step is to determine the department expenses, and let these be charged just where they belong. Then comes the overhead expense, such as rent, taxes, interest, depreciation, light, power, manager's salary, etc. Some of these should properly be charged directly to the departments, or divided equitably among the departments. The chief thing is to get them all in somewhere, let no item escape; let them all be put on record, and sooner or later each item will find its proper place.

Having learned the number of hours spent on the newspaper for a week, a month, or a year (including the non-productive time properly chargeable thereto), the proper proportion of the overhead expense can be distributed equitably on this payroll cost.

So far the work of ascertaining cost has been easy. Simply a matter of keeping records in such a form that they can be readily understood by anyone. The next step is also simple enough. Find out how many columns, or how many inches of reading matter and of advertisments have been set in the week or the month, or the year, or any other period determined upon. Divide the total number of inches or columns into the total cost of the period's product, and the result will be the cost per inch or column for all the matter in the product. To saddle the cost of the reading matter upon the advertisements, divide the number of inches or columns of advertisements into the total cost of the product; the result will be the cost per inch or per column of advertising, which cost will carry within itself all the burden of conducting the newspaper.

It cannot be too strongly urged upon every country printer to put himself at the head of his payroll, and to draw his own wages first. No self-respecting printer should be content to take just what happens to be left after everyone else has been satisfied. The printer who cannot maintain himself honestly at the head of his payroll is not a good business printer.

If any of our readers desire further light upon cost of advertising space, it will be given freely in these columns. Tell the National Printer-Journalist your problems and perplexities.

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Printers Visit Largest Type Foundry in the World

AFTER the closing of the Middle Atlantic States Cost Congress in New York, October 2, a company of the delegates had the pleasure of inspecting the largest type foundry in the world, that of the American Type Founders Company in Jersey City, N. J.

Several of the printers, though they had been in the printing business a score of years, had never witnessed the process of designing and manufacturing type. Their interest in the operations was unmistakable.

The plant, occupying several acres in floor space, is of the most modern factory-construction type. The rooms are large and roomy with an abundance of light, with perfect ventilation and sanitary appointments.

Here are some of the things the printer saw:

Typographic Library and Museum and Printers' Hall of Fame, the only collection of its kind in the world, containing besides over 8,000 volumes, thousands of prints and portraits, busts, medals, and interesting antiquities. Benton's wonderful matrix machines, which revolutionized the making of type faces. Barth's automatic type casting machines, each completing the type and doing the work of five persons. An immense stock of type ready to meet the emergencies of printers in all parts of the world. Latham's automatic register blocks and gauging device. Composing room materials, cabinet,— a product of the inventive skill of the efficiency department American Type Founders Company.

Shortly after noon the visitors were escorted into the private office of President Nelson, where an informal reception was held. Under the guidance of Mr. Frank Berry, manager of the typographic department, the party was led to a luncheon room where a generous "spread" of edibles greeted them. Messrs. Marder, Parker and others helped the printers who would not help themselves, an invitation to do which, however, most of them accepted.

President Nelson, Mr. Berry and others made the visitors feel entirely at home. The occasion was one of enjoyment and there were more than a few expressions in testimony of the fact.

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Tentative Program, Southwest Printers' Cost Congress

Muskogee, November 8-9, 1912

Friday, November 8—10 A. M.

Registration and Get Acquainted Session.

Invocation — Rev. Stockwell.

Address of Welcome — Hon. W. P. Miller, mayor of Muskogee; Col. Clarence B. Douglas, secretary Commercial Club.

Response — G. M. Booth, president of the Southwest Printers Cost Congress.

Appointment of Nominating Committee and Committee on Resolutions.

Reports of officers.

Reports of committees.

Chicken dinner at noon by the Muskogee Ben Franklin club.

2 P. M.

Report of committee on credentials.

Address — W. J. Hartman, of Chicago.

School of Estimating — Conducted by Charles Armstrong, of Wichita.

Five minute talks from the visitors.

5 P. M.

Street car ride to Hyde Park and factory district.

8 P. M.

Moving picture demonstration of paper making.

Demonstration of the making of half tone cuts.

Smoker.

Saturday, November 9—10 A. M.

Address — J. S. McMillian, of Monroe, Mich.

Exemplification of the Cost System — W. J. Weiss, of Wichita.

2 P. M.

Report of committee on resolutions.

Report of nominating committee.

Election of officers.

Miscellaneous business.

4 P. M.

Automobile ride.

6 P. M.

Banquet.

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Steel Department Exhibit

One of the most interesting exhibits at the Typothetae meeting in Chicago was that of the Hamilton Manufacturing Company, who showed some very interesting and representative samples of the product of their new steel department.

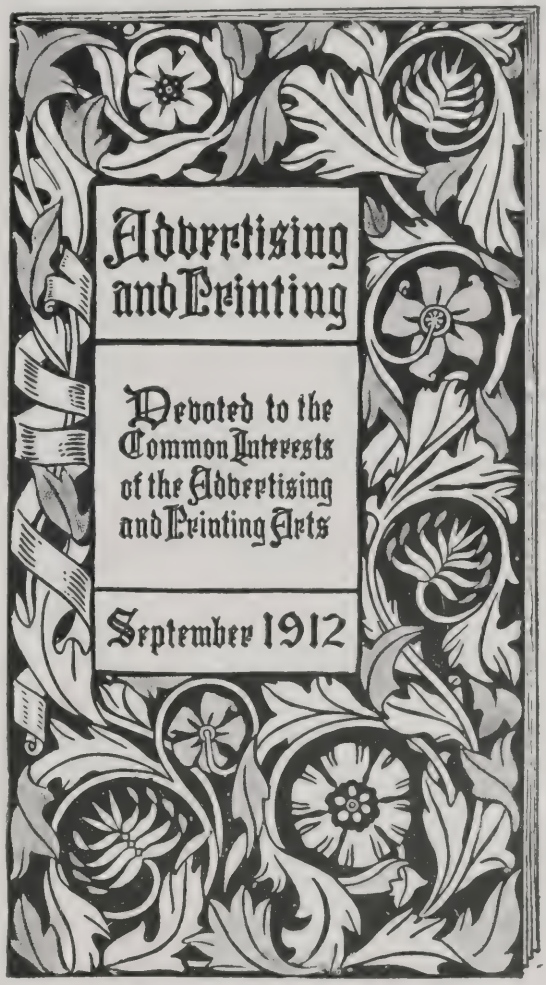
The graceful lines and beautiful finish of this furniture attracted the eye of practically every visitor — who were all more than enthusiastic over it, especially after being informed, by the attendants, of the methods of construction used behind the finish which makes possible the great

strength necessary in furniture for printing offices. Some severe tests were made to demonstrate the strength of the cabinets at the exhibition, but these were hardly necessary, as the thirty years of experience enjoyed by the Hamilton Manufacturing Company in building printers' furniture is a sufficient guarantee in itself of the excellence of their product, whether of wood or steel.

A HANDSOME HOUSE ORGAN

We are reproducing herewith the cover design of "Advertising and Printing" a handsome little monthly house organ printed and designed by The Abbott Press, Ravenswood, Chicago. The articles are written in snappy business style and contain many valuable points on printing and advertising, while the whole spirit of the magazine is to bring these two co-related arts together in a closer bond of friendship.

While primarily an advertisement for its publishers, the business facts set forth give promise of its value in a wider field than lies within the reach of any house organ. As a sample of printing each number is a visible preach-



ment on the art, by its artistic color schemes and typography.

The September issue is a rare combination of two different three-color schemes on cover and inside pages, while the October issue recently from press, gives an entirely different harmony in cover, stock and type dress.

A very limited number of past issues may yet be obtained by addressing the publishers and enclosing a two-cent stamp for postage.

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The enrollment in the School of Journalism of the University of Missouri shows an increase over last year's enrollment, despite the increased entrance requirements and the increased number of universities offering courses in journalism. Two years of college work are now required for entrance. Thirteen states and two foreign countries are represented in the enrollment: Kansas, Arkansas, Mississippi, Illinois, Indiana, Ohio, Pennsylvania, California, Nebraska, Montana, Kentucky, Tennessee, Missouri, Canada and Japan.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY

OFFICE OF PUBLICATION:
4618 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union, 10s. 6d.

CHICAGO, NOVEMBER, 1912

All newspaper publishers will find very much that is of practical value in the article by M. C. Robbins, on "Stopping the Leaks in Circulation," published as the leading article this month. The educative plan advocated should be studied and adopted. It need not be stated that it is adaptable to all publications, to newspapers as well as to periodicals and trade journals. There is naught else more important than keeping up the circulation, and next to this to keep as far as possible in touch with subscribers and to learn of their wants and views; to get their friendly or unfriendly criticisms. The same or a very similar system as that advocated for stopping the leaks in the subscriptions, can be used with advertisers and with customers in the job department — "Keep everlastingly at it" applies to many things besides ordinary advertising.

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No one can read "The Printer's Opportunity," by Henry P. Porter, printed on pages 745-9, without feeling that there is much more in the business than has been dreamed of in the usual practices and philosophizing. Idle shops, idle presses, idle men are constant temptations to the taking of work at losing or unremunerative prices, and it is not to be wondered at that crafty customers seeking economy through low prices should take advantage of conditions that tempt proprietors and managers to yield to these temptations. It is made evident that the most of a printer's misfortunes are due to the printer. Temptations can best be resisted by a knowledge of the folly and evil results that come from yielding thereto. Knowledge, forethought, system, looking ahead, and knowing cost of work will provide against temptations. If one runs blindly into overmastering temptations or bad practices he has no one but himself to blame.

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We present especially valuable articles this month, by men from Boston and Toronto on the East, to Seattle on the West. The wideness of the experiences of men, scattered over so broad a domain, give completeness, and assurance of those things that will benefit all, everywhere.

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"High Class Printing," by Harry S. Stuff, of Seattle, Wash., shows the value of art, that consists in "making something that is useful, beautiful," and he points out "the snags that are in the way," and many of the weaknesses and foibles of members of the craft, the disciples or devotees of "the art preservative of arts" that should be the most precious and most beautiful within its limitations of them all. The conditions necessary to successful as well as to high-class printing should be studied and remembered: Systematic accounting; convenient location; well-arranged office; cheerful, bright, light, healthful, properly-arranged and equipped work rooms. Good business management in every way helps to high-class, profit-making and custom-holding printing.

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It is pleasant to attend cost congresses and trade conventions. It is foolish to forget all the teachings thereat but wise carefully to study the thoughts and experiences brought out and recorded in the National Printer-Journalist. If you can not attend, you need not be without the knowledge. Attendance costs time and expenditure and pays; the reading costs only one-hundredth part of the time and one-twentieth part of the expenditure, and without the reading, afterwards, nearly all of the cost of time and money in attending, is lost. He who does not read the paper devoted to his calling is not wise.

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One of the features of the Ohio Cost Congress, at Cincinnati, was a well gotten up daily giving the convention news and accounts of exhibits and other matters connected with the exposition. It was a success and there will doubtless be more of like character in the future at other congresses.

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E. S. Hanson, for some years editor of the Job Review Department of the National Printer-Journalist, has sold "The Apartment House" to The Patterson Publishing Company, publishers of "Building Management," who will take over the subscription list and fill out the unexpired subscriptions, and will conduct a department for apartment house matters for which Mr. Hanson will write a regular article each month.

Practical Education in Advertising

"Practical Education" is the cry of the age. "How?" has come to be the name of an organization intended to promote general welfare, prosperity and pecuniary thrift and independence among the people.

Certainly, editors and printers should be found among the leaders in the promotion of business, of production, of conservation, and the restoring of wasted resources. The world should be improved and made better in every way by each succeeding generation — and the improved conditions, resources and productivity should be handed down as a rich heritage to the on-coming generations of men, thus will the rule of all good, the very Kingdom of God, taught by the Great Teacher, through lessons of love, justice and mercy, be ushered in, to the blessing of all mankind.

The opportunities of helpfulness, along these lines, are boundless and pressing, but, in a particular way, there is the self-duty of building up one's own business which should ever be serviceable to the widest possible circle.

The teaching of the uses and benefits and the ways and means to informing, useful, promotive advertising, is one of the branches of practical education in which the newspaper man and the printer should ever be active with persistency, intelligence and zeal.

If men are taught properly to present, through the most economical salesmanship, good advertising, the articles which they have for sale or for which they have no use, that will, however, add to the productiveness, the comfort, health or well being of buyers, a useful benevolent work has been accomplished.

It may seem far fetched but these thoughts were suggested by an address of Chester L. Bryan, London, Ohio, Democrat on "Educating the Farmer to Use Advertising Space." The address was delivered before the Buckeye Press Association. His remarks and illustrations, with regard to cultivating the home field, as introductory to his practical education to the farmers, is too good and appropriate to be omitted:

Ali Hafed, a wealthy and contented Persian, dwelt on the river Indus. With loved wife and sweet children adorning his beautiful home his cup of happiness was full. One day an old Buddhist priest aroused Ali Hafed's cupidity by describing the great value of the diamonds which could be had from a river running over white sands, between two mountains. It was only necessary to find the river. Rich Ali Hafed retired that night a poor man. He had lost nothing, but he was poor because discontented with his lot. Selling off all his property, leaving wife and children, he went away in search of the wonderful river. After several years' unsuccessful wandering, his money all gone, in despair, he threw himself into the sea. Meanwhile his old home was occupied by a new tenant. One day this man led his camel into the garden to drink. Here he found a shining stone, which he brought into the house. The old priest saw it and cried: "What! Has Ali Hafed returned with a diamond?" "No; I found that pretty stone in the garden," was the reply. Together they went into the garden, stirred the white sands, and, lo, other gems more valuable and more beautiful came to the surface. Had Ali Hafed remained at home to dig in his own garden, instead of poverty, starvation and death in a strange land, he would have had acres of diamonds, for every shovelful of that old farm bore gems fit to grace the crown of a king, and the name of the Golconda has come down through the ages as the synonym of the greatest riches in the world.

There are today many priests who are pointing to foreign fields for wealth but this Ohio man found diamonds at home by the following method:

We established a classified free want column. Each subscriber could use, free of charge, three lines in any one issue, to place before the public anything he wished to buy or sell, to secure work for himself or hire farm hands, sell or rent lands, find owners for lost articles or live stock or advertise his own lost or strayed. The farmers availed themselves of this opportunity, slowly at first, but gradually learned its value, and it has become a prized feature of the paper and is today one which we are continually assured they look for first on receiving the Democrat. Three lines in that column usually brought a dozen or more replies. When the farmer had anything to sell of more importance he remembered the result of the three line want and was easily convinced of the value of using larger space. A short time after our free want column was established a tight fisted farmer came into the office and astonished the publisher by contracting for $20 worth of advertising for his pure bred swine. He had tried the free want ad. the week before and reported that he had received quite a large number of inquiries and enthusiastically concluded that, if three lines would bring so much business, surely a larger ad. would make a corresponding showing. He was not disappointed. He is only one of the hundreds of converts that have been made since that time. The column also brings in a nice little revenue from paid ads. One cent per word is charged for business notices; also for the second and each subsequent insertion of the three lines.

Big Volume of Space for Sales

We have run as high as 500 inches of sale advertising in one issue. This frequently requires the printing of extra pages to accommodate our patrons, for, strange to say, since the farmers have been using larger display advertisements our local merchants have caught the atmosphere and enlarged their spaces. It required twelve pages twice a week to accommodate our patrons during the month of February, which formerly was the dullest month in the year. In fact, scarcely an issue went to press without some advertiser being refused space. The public sale season lasts through six months. Here are our receipts for this class of advertising for the past five months:

October	$304.55
November	179.40
December	102.90
January	201.65
February	421.50
Total	$910.00

Questions as to the Future of Country Journalism

A SUBSCRIBER in a county of 125,000 population in the State of New York, asks the following questions:

(1) What is the future of country journalism? (2) What are the opportunities in the suburban field for the city-bred writer and business manager? (3) Is the country newspaper office a haven for broken down newspaper workers? (4) What are the opportunities for a city man in a country office? (5) Will the country newspaper ever be more than a community paper? (6) What opportunities has the suburban paper to broaden its standing and influence outside of its limited field? (7) Would you advise a city newspaper man to enter country journalism, and why? (8) How will the parcels post affect the country newspaper business? (9) What other national influences are at work to better the country newspaper proposition for city men? (10) Is there any reason the country newspaper should become anything more than a neighborhood paper? (11) Would it lose its individuality and value to the community by a broadening out process that a city man might undertake? (12) What chance has the city man in the country field? (13) Is it true that a large number of city newspaper workers have investigated the country field and would embrace country journalism only for the fear they would be suspected of "going back?"

J. E. W.

We hope the readers of the National Printer-Journalist will join in answering these questions. They are important to more than ten thousand newspaper makers who are engaged in what is termed country journalism, but which we rather prefer to call home newspaper making.

As a starter, not with any intent fully to answer the questions — for we have been out of country newspaper making since 1890, and our work had been for many years in a town of between six and seven thousand people, first with a weekly, then with a semi-weekly and then with an evening daily and weekly — we make the following suggestions:

First. The future of the home newspaper is more promising now than at any other time in the history of the country. There is more wealth in the country; the population is greater and the opportunities for service more numerous. The facilities for gathering news have greatly increased. The home paper should ever be the promoter of all local interests and the fields for aiding in the cause of practical education, in industrial and agricultural improvement, in the development of natural resources; in the upbuilding of better men and women, higher types of citizens with broader understanding and nobler aspirations; in the advancement of social concerns and good government; in securing those humanizing promoters of wealth, comfort, pleasure and health, good roads, sanitary and attractive homes and surroundings, have all become greatly enriched by the progress of the times.

It is the day of progressiveness with the means of progression at hand in all rural America. The great manufacturing industries are moving into the country and the producers of the soil and of the shops, or factories, are getting to be near neighbors. Union schools, in the townships, are bringing the highest educational advantages to the youth of the country and making it possible for them to secure instruction in the higher agriculture or scientific farming at their very doors. Rural mail delivery brings all the knowledge of the world in newspapers, periodicals and agricultural and other vocational or scientific publications, to their homes every day.

Home dailies are now made profitable, where weekly publications found only a precarious existence, little more than thirty years ago. The telegraph and telephone and the news gathering associations have made it possible for the home daily, with profit, to handle the news of the world, until even the metropolitan dailies have come to be confined largely to their own localities, or cities of publication. The future of the home paper or country journalism is assured if the editors and publishers are equipped to seize and improve the greater opportunities.

Second. The city-bred writer is not so likely to succeed in the country as is the country-bred writer to succeed in the city. All depends, however, on the writer. If he has intellect, training, broad sympathies, imagination, a love for his work and for the people and for all worthy interests to be conscientiously served; broadness of view, industry, zeal, perseverance, a charity that vaunteth not itself and is not easily provoked, that thinketh no evil and compromiseth not with inquity; that desires another's rather than his own good, that endureth all things, that tryeth all things and holdeth fast that is good, the newspaper writer can succeed in the country no matter where bred.

As to the business manager, a city training, if it be thorough, broad and complete, is generally to his advantage, for business in the city is more strenuous, requires greater systems, alertness, care and promptness than are required or have been practiced in the country. The country has the advantage of giving more of an all around training as a rule.

Third. The country newspaper, today, is no haven for broken down newspaper workers. Through the greater variety of work, the closer touch and sympathy with fellow man, the comradship with patrons or readers, the change and the more wholesome surroundings, new life may come to the fagged out city worker. The home editor, if entirely worthy, gets more sympathy, more real appreciation and friendship and recognition than does the city worker, and these are medicines to soul, mind and body.

Fourth. As a rule, opportunities of a city man in the home paper, depend, as indicated, on the adaptability of the man. The city man can make good on the home paper, if he has the right qualities, as enumerated above, but he must recognize the fact that one man is as good as another, if not better, and must avoid all snobbishness and recognize the fact that the ties of interest and friendship, acquaintance and sympathy are all, or at least more widely, embracing in the country than in the city.

Fifth. All papers, as we have indicated, have tended more and more, of late years, to become community newspapers, that is, they more especially serve the place where published, yet there has been a broadening out by the local papers. All mankind have become interested in each other, and there is every reason and every opportunity for the home paper to cover the whole world of thought and action. No city, country, state or nation lives to itself alone in this day. Every community and every worthy individual therein is interested in the problems and doings of the whole world. The man that goes from the city to the country will generally find the greater number of his new constituency more generally interested in all public questions, and to be broader and to have better understanding of the progress of the world than are the great bulk of the readers of the metropolitan dailies.

Sixth. The suburban paper has unlimited opportunities to broaden its standing and influence, both inside and outside of its immediate field. Let him write things better and more worth-while than anyone else writes and the suburban editor will be quoted around the world. For illustration, think of Sam Bowles, of the Springfield, Mass., Republican, or of William Allen White, editor of weekly paper away out in Kansas.

Seventh. That all depends on the man and his circumstances. The only "why" would be as to the kind of life one wishes to lead.

Eighth. Our own idea is that the parcels post will have very little effect, one way or the other, on the country newspaper, unless it serve to awaken the country publisher to his greater opportunities and to his duty of greater service to the community. It may drive some drones, who never advertise anyhow, out of the mercantile business, and lead other merchants to the doing of more and better advertising and to become more enterprising in keeping in touch with and looking after the interests of and giving better service to their home people. If this should be a result, the home paper will be greatly benefited.

All those influences that are being brought into action to place the control of the government in the hands of the people and to make all governmental agencies effective for the protection of their rights, interests and well being. The answer to this question has been somewhat anticipated in our answer to the first question, in which the opportunities of the home paper are briefly enumerated.

Ninth. There is every reason in the world why a home paper should deal with all that touches men's welfare as citizens of city, state and nation, as producers and consumers, as heads of families or householders, as men, women and youth in all life's responsibilities and duties. It is an age of world progress and through the general diffusion of information and the relations coming through world commerce, the interchange of commodities, the efforts everywhere for industrial improvement and the advance of all the humanities, all the people of the earth have become neighbors, dependent upon each other for well-being and progress. The home editor should gather from the whole world of news and knowledge and bring forth things both new and old for the good and upbuilding of his home city and state and all the people therein.

A broader appreciation and consideration for all that touches humanity and progress will be found in the rural districts and in cities from five thousand to two hundred thousand population, than in the overcrowded metropolitan cities. Our greatest educators, statesmen, governors, congressmen, senators, and presidents; our most worthy leaders in productive industries, our greatest financiers, editors, lawyers and judges, have come from the rural districts and the smaller cities, all because there have been greater opportunities for consideration, for a close touch with and understanding of fellowmen, and a more all around training that makes for broad men of hope and purpose.

Tenth. The home paper would gain instead of lose by any broadening process that any able, worthy man, whether from city or country, might intelligently undertake. The city man is naturally a specialist and will generally be broadened by the opportunities furnished and the variety of work required for successful effort in the smaller cities.

Eleventh. The city man of the right kind who is willing to work and learn, who is desirous of broadening his work and getting close to human beings; who views this life as made up of little things, will find great opportunities in the country field. Human beings are a good deal alike everywhere, and human interest is at the basis of successful newspaper making, as it is the foundation of all writings that live.

Study the works of Shakespeare, Goldsmith, the books of a hundred other immortals, or even the Bible — that in many parts affords the very best model for newspaper writing and reporting — for confirmation of all this human, helpful, inspiring, uplifting side and demand in good newspaper making.

Twelfth. It may be true that pride has kept

city newspaper workers from the independent life and more direct recognition and influence of the country field. There is a pride of the big city. It has been stated that men have said that they would rather starve in New York city than to live in useful, successful activity and independence elsewhere.

This kind of pride, like all other pride, arises from ignorance or wrong views of what really makes for the real pleasure of life and for a worthy success, that is satisfying by reason of the possibility of recognizing the good done.

These suggestions are hurriedly made and come out of observations and experiences, but we want the readers of the National Printer-Journalist to discuss the questions candidly, with a considerateness that will be helpful and enlightening.

* * *

The Dean of the Paper Industry in the West Passes Away

J. W. Butler, Head and Founder of the J. W. Butler Paper Company of Chicago, Dies at His Home in Oak Park, Ill., After a Successful Business Career in the State for Sixty-four Years — An Exemplary Life

EIGHTY and five years is a long time as men's lives are measured, still, when a good man dies, though full of years, and all that should crown old age, it is natural to feel sorrow and it is well to seek consolation and to learn wisdom and hope from the life that has passed. Julius Wales Butler was a model man, honorable, kindly, benevolent, earnest in business but at the same time active in all that tended to righteousness and the benefit of his fellow-beings in all worthy civic and philanthropic movements; quiet and effective in his benevolences.

His calling was a useful one, that of paper-making, its improvement and sale. Paper has had a large part in the world's enlightenment and advancement, and Mr. Butler was justly proud of the fact that he and his family had been connected with its production and distribution for over a century. He had witnessed a wonderful development during his lifetime, from old, crude and slow methods of production, giving employment to a few score of people, and affording an output that would not now supply even one of the smaller sized cities of today, to the present magnificent and almost incomprehensible proportions. The century witnessed the development of modern paper-making. It is stated in a book entitled "The Story of Paper-making," that was issued by the J. W. Butler Paper Company, in 1901, in commemoration of the rounding out of a hundred years that the Butler family, the present Company and its immediate predecessors, had been associated with this paper industry: "The fathers have wrought, and we have entered into the reward of their labors; we have profited by their striving and aspirations. All the wisdom of the past, gained by patient toil and effort, all the wealth of experience gained by generations of men through alternating defeat and triumph, belong to us by right of inheritance. It has been truly said, 'We are what the past has made us. The results of the past are ourselves.'"

We would be deprived of very much, if not nearly all, of our inheritance of the knowledge, progress

J. W. BUTLER, DECEASED

and experience of the past, were it not for paper, by which a complete record has been made possible.

Julius Wales Butler was born at Hubbell's Falls, Vermont — where his father operated a paper mill — on May 7, 1828. He passed his early years there and finished his education at Hinsburg Academy, in the County of his birth.

October 1, 1848, he removed to St. Charles, Ill., entering the paper mill there, which had been built eight years previously by his elder brother, Oliver M. Butler. On May 27, 1857, he was married to Julia Ann Osgood.

The family comes of pure American stock, the founder of it in this country having come to the colonies in 1630, and his descendants, as far as known, have since that time been interested in the manufacture of paper, including the present generation.

The family, except Julius W., came West in the thirties, passing through Chicago to the Fox River, where they settled at St. Charles. Here, in 1840,

they erected the first stand. In the latter fifties, a more modern mill for the manufacture of print paper was erected on the opposite side of the same river, and it is interesting to know that at that time paper for all of the newspapers west of Detroit was supplied by this mill.

The Chicago warehouse of the J. W. Butler Paper Company was established in 1844 as a medium for distribution of the product of the mills, all transportation in those days being effected by means of wagons drawn by horses. Until the time railroads reached Chicago, deliveries were made to points as far distant as Janesville, Milwaukee, St. Paul and Galena, by teams, the wagons taking out the finished product and bringing back rags. It is most interesting to compare these primitive methods with the present day systems.

For more than a half century Mr. Butler's life has been passed in Chicago, where his family has been raised and where his two sons, Frank O. Butler, of Hinsdale, and J. Fred Butler, of Oak Park, have been for several years associated with him in the conduct of the business of the Company. Mr. Butler was senior deacon of the First Congregational Church (formerly Union Park Congregational Church), and a charter member of the Union League Club. Of late years he had passed a goodly part of his time in California, but had recently taken up his residence at Oak Park, where he died at the family home on Thursday, October 17, in his eighty-fifth year, survived by his widow, Julia Osgood, and his sons, Frank O. and J. Fred.

Funeral services were held at the residence, 610 North Euclid avenue, Oak Park, Saturday, October 19. The large attendance, the rich floral offerings from sorrowing friends, and the deep emotion manifested showed the deep regard in which he was held. The paper houses, his rivals in business, were very largely represented, and manifested the emotions natural to true friends over the demise of an honored and loved comrade, as did the hundreds of employes of the Butler Paper Company, who were present in a body, the stores and warehouses where they are employed having been closed for the day.

"Abide With Me," Mr. Butler's favorite hymn, was sung by Mrs. John P. Lenox and Mrs. M. Ongawa, in fulfillment of Mr. Butler's deathbed wish. The Rev. W. E. Barton, of the First Congregational church of Oak Park, conducted the services. The Revs. B. F. Aldrich and Clarence T. Brown, former pastors of Mr. Butler, assisted. Employes of the Butler Paper Company formed a double line, banked with wreaths and flowers, for the bearers to pass through. Interment was in Hinsdale cemetery, at sunset. As the body was lowered the chimes which Mr. Butler's sons presented to the Hinsdale Church, rang out with "For All Thy Saints Who From Their Labors Rest."

We have had the honor and pleasure of personal acquaintance with Mr. Butler for nearly a quarter of a century and wish personally to add a tribute of genuine respect and love. His kindliness and real sympathy, in his business, for those who were his customers, resulted in a care and thoughtfulness that could not prove otherwise than most grateful to the feelings. He showed that there was such a thing as friendship as well as honor in business. Such a life was worth while, aside from the grand success that led to establishing branch houses all through the West from Chicago to the Pacific coast, and Winnipeg to the old City of Mexico.

It is too much of a custom in our republic to give the highest honors and praise to those who have held official positions, while those who have really built up the industries and commerce, the worthiest civic, benevolent and educational institutions, are passed by with slight mention. Anyone who is truly informed knows that even the greatest politicians or statesmen can do very little, unless in exceptional times or occasions, for the lasting benefit of the state or nation. The workers in and promoters of agriculture, manufactures, commerce, education, benevolences and all else that tends to meet the necessities and the higher wants and aspirations of human beings, leading to honorable, profitable employment, productive effort, and higher attainments and better conditions physically, mentally, morally, are the real benefactors, and deserve the honor, esteem and praise. Holding high positions makes very little for usefulness or true worthiness or greatness. Honor, then, first and greatest, to those to whom honor is due for helpful, uplifting lives.

* * *

H. G. Bishop, Deceased

On October 7, after a brief illness, Henry G. Bishop departed this life. He had made a brave struggle to regain his health after retirement from business some three years ago, but death came at last. He died at his home in Schenectady, N. Y., under the solicitous and loving care of his wife, who had been a sharer of his labors, his enterprises and aspirations.

Mr. Bishop was for many years publisher of a newspaper at Oneonta, N. Y. He was best known as the author and publisher of books on printing. He was ever active in association work, a member of the New York State Press Association, and frequently a delegate to the National Editorial Association and to the United Typothetae of America. He was a good printer and a kindly gentleman, and the National Printer-Journalist joins with his friends throughout all printerdom in true sympathy for his estimable wife in her bereavement. A more fitting memorial will be published later.

School of Typography

Specimen Contests

By Channing Barnes

The editor wishes to apologize for the omission of this department in the October issue. The next contest will be on type pages containing thirty-five square inches or less (paper size) and including all booklets such as are commonly used for enclosure in 6½ to No. 9 envelopes. The same series of five prizes will be awarded as in the letter-head contest. The awards will be made in the January issue and several samples have already been received but the lists are open until December 31, 1912.

UR letterhead contest has brought forth over a hundred entries and a total contribution of 217 specimens. Among this entire entry there is scarcely a poor specimen. Believing this contest is for the betterment of the craft, the prizes have been awarded by the judges to show representative selections from different classes of letterhead typography.

Actual selection of the prize-winning specimens were made by a disinterested board composed of master printers, employees and buyers of printing; then the classification was made by the writer.

The first prize is awarded to J. F. Tucker, 121 Grant street, New Philadelphia, Ohio, for The General Mausoleum Company letterhead.

This letterhead is set in the "lithograph" types, originated for this class of work and so perfectly imitated or even improved upon by the typefounders. This particular specimen was distinguished by unexcelled presswork, the letterpress in black on a white bond paper, yet not a shade of excess ink to squeeze out on the hair lines. The cut was printed in a beautifully harmonious shade of gray, which had the effect of giving a soft feeling to the black of the letters. The whole had the peculiar distinctness of printing with the advantages but none of the drawbacks of lithography.

Four other specimens in this same simple, easily composed class by the same typographer should be mentioned — the New Philadelphia High School, Methodist Brotherhood, Reeves Coal Co., and Spicer Manufacturing Co., the latter being an excellent example of careful handling of a large amount of copy.

Two highly commendable specimens from the Peerless Printing Co., Marion, Ind., and from P. H. Lorentz, Buckhannon, W. Va., the latter reset, are in this class.

The second prize is awarded to Axell Edw. Sahlin, of the Roycroft Shop, East Aurora, N. Y., for the production of the Johnson Printing Company specimen. This letterhead is a fine specimen of the neat, plain effect that may be produced by a characteristic Roman letter; frankly printed, it attempts to imitate no process but the printer's. The time of composition was undoubtedly the minimum; a similar ornament may be found in any type book and is suggestive of the business advertised while the whole effect is of the class of which neither the recipient nor the producer will grow weary. This class of heading is suggestive of simple, dignified business methods and gives one the feeling of strength and frankness.

We imagine the copy was purely fictitious and was produced by Mr. Sahlin out of whole cloth, as he says "on one proof press," and perhaps in a moment of reaction from the garish display of color and heavy masses so often produced at the Roycroft Shop. Several other specimens received, of great merit, prove his versatility, however. We would suggest that he had used old style figures in "24" in the last line to correspond with the line above, and a more delicate spacing between the lines of type.

In this class we find the Wise-Harrold Electric letterhead carried out in caps and lower case by Tucker in so perfect a manner that it is a gem of composition. Frankly, the writer prefers a lower case effect, when the specimen is set in a less formal type face than the light gothics and litho-romans.

For The Knight-Errant Co. specimen the third prize is awarded to P. H. Lorentz, Buckhannon, W. Va. The type design is excellently carried out in Cheltenham, the swash initials and italics giving a dash, a **verve** to the whole that is suggestive of the name of the company. Even the brackets for the date line (a revival by Will Bradley that has been so injudiciously used as to become an abomination) are here harmonious to the general effect. These flowing and eccentric notes are necessary to a panel effect on a heading.

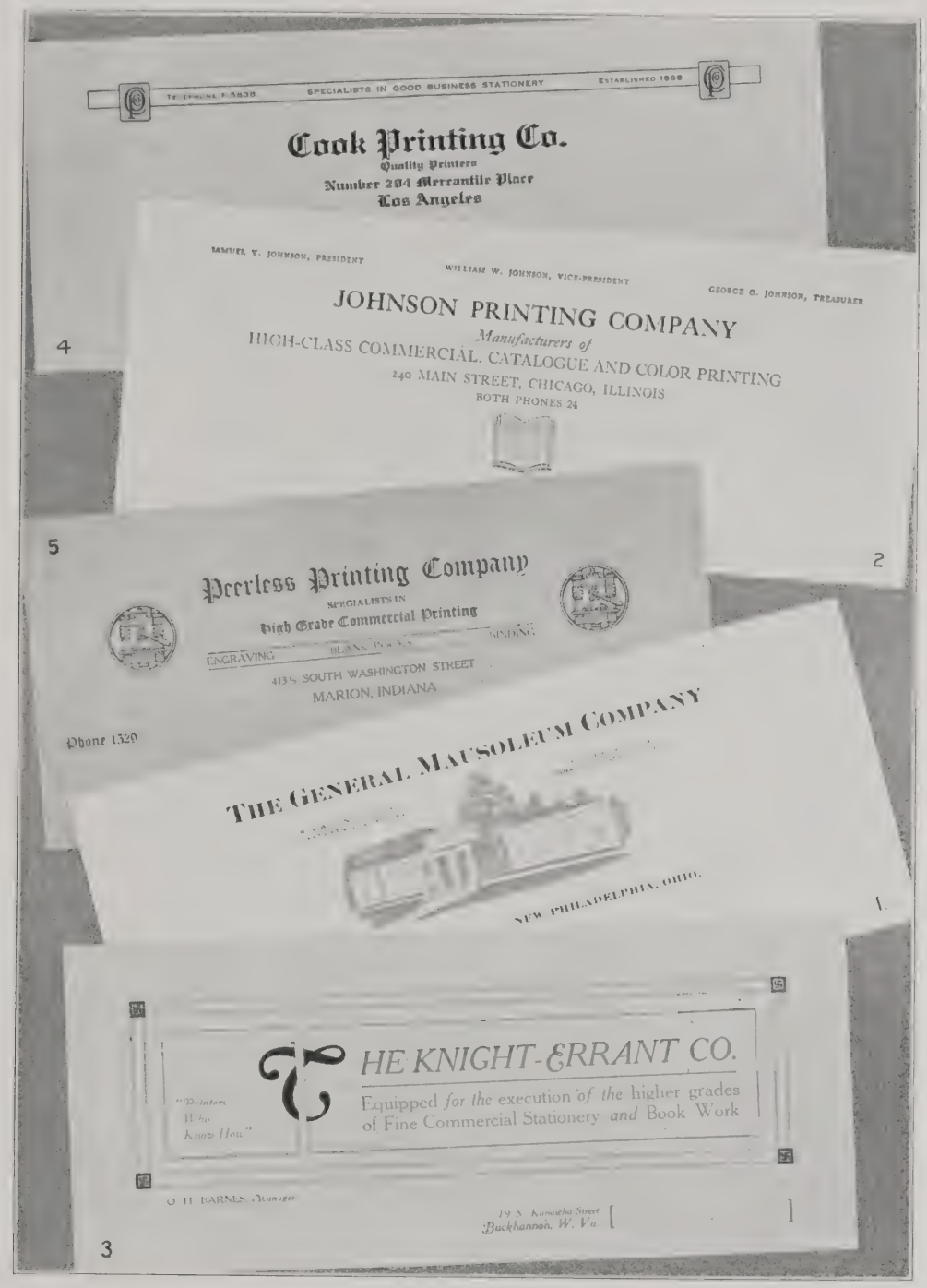
As an experiment in the incongruous try setting in the panel a heading in the faces used in the first prize specimen. The outer rules were printed in a gray effect on a gray stock, toning the heavy lines down to balance a dark blue in the inner panel and type. The large "T" and corner squares are in an orange — reduced toward a brown to give a contrasting note, while harmonizing with the other colors.

The suggestion is offered that the firm name be slightly spaced so that it will be apparent at a glance that it belongs with the initial "T." There is no reason for the separation here, as the two lines below might have been spaced toward the left

to the end of the rule and the extended top of the "T" would have then made an easily readable first line.

Mr. Lorentz especially excels in the panel letterhead, as he has several samples in similar treatment, all worthy of study.

great care in its execution, as nothing is more deplorable than to see a big splurge attempted without attention to the fine points of careful rule work and well balanced colors. Personally the writer favors the simpler forms, but samples of this class are convincing that a strong impression may be



PRIZES AWARDED

1st.—J. F. Tucker, 121 Grand St., New Philadelphia, O. 2nd;—Axell Edw. Sahlin, Roycroft Shop, East Aurora. N. Y. 3d.—P. H. Lorentz, Buckhannon, W. Va. 4th.—Cook Printing Co., Los Angeles, Calif. 5th.—Peerless Printing Co., Marion, Ind.

The Algonquin and Bethesda Institute specimens, by Levi L. Smith, of Bonner Springs, Kan., rank high in this class. The panel heading admits of more elaborate type and color effects than any other form, and for making a strong advertising display on a letterhead it cannot be beaten. It requires made on the customer by the use of two or three colors. They are especially adapted for use by a printer to give a first impression to his customer of his ability to produce beautiful effects.

Awarding the fourth prize to the Cook Printing

Co., 204 Mercantile Place, Los Angeles, Cal., on one of the samples of their own stationery, here reproduced, must be something of a surprise. To the writer's mind the numerous specimens submitted by this company, exhibiting, as they do, a variety of every form of business stationery, were superior to the one shown here. This, however, is a fine specimen of the use of a band across the top to square out the form and give the top of the letter weight, as well as exhibiting an excellent use of text and gothic faces. Several others, including the other prize winners, have contributed specimens in this class. The Markesan Photo Play & Amusement Co. specimen by C. W. Ludtke, Jr., is especially good, and he assures us it is from his regular run of work. However, the writer cannot see the necessity of rule or panel bands at the top of a letterhead. They seem to serve no good purpose, and in most cases have a tendency to decrease the legibility of the matter used with them, while contributing nothing to the symmetry of the page.

A plurality, at least, of the specimens received come within this class, and if it be good form we would like to know the reasons for its high favor with compositors. Were the letter written beneath closely spaced, with little margin, the band would help the completed page to "hold up its head"—but that is a poor way to write a letter. From some years' experience at the case we gather that it is easier to run a few rules across the top and set most anything underneath than to balance the type matter to give style and effective display.

The Peerless Printing Company, of Marion, Ind., is awarded the fifth prize for the specimen of their own letterhead. It is printed in orange and brown on a linen finish brown stock, and is extremely harmonious and effective. Again, however, we would eliminate the rules above and below "Engraving, Blank Books, Binding." Placing these words at the left-hand margin in column and balanced at the right with the phone number would have been preferable.

We show specimens in type of letterheads suitable for professional people, of which styles a large number were received in this contest, one of the finest of which is that of W. Arthur Cole, with the William F. Fell Company, of Philadelphia. Also a hand-lettered heading by the Dwiggins, with the same company.

It seems that this is a greatly neglected field in stationery work. Any printer can produce individual lettering by free-hand or by setting a line and accentuating some of the characters. A firm name alone so treated lends an individuality to the whole job. Too many printers think this is an artist's work, yet our experience with artists is such that we believe printers are closer students of letter forms and better judges of harmony in hand-lettering than the majority of artists. The writer never took an art lesson nor drew a letter

oftener than once in six months, and yet has produced some specimens of hand work that answered the purpose—when impossible to get an artist to get out what was wanted. This is a field particularly open to printers and it may take only an earnest "try" to surprise yourself.

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Some Interesting and Instructive Exhibits in the Ohio Cost Congress

(From the Convention Daily News Issued by the Western Newspaper Union)

Mergenthaler Linotype Company, Chicago, Ill.—Eugene Hayden, J. E. Lowden, Charles Berryman

The exhibit of the Mergenthaler Linotype Company, in Booth 3, attracted a large number of the printers and visitors. The exhibit consisted of a Model Nine and Model Eight Linotype, an improved Lead and Rule Caster, Thompson Type-Caster and Miller Saw Trimmer. The demonstration was in charge of E. W. Hayden, Ohio-Michigan salesman of the linotype company. He was assisted by J. E. Lowden and Charles Berryman and Henry Colby.

In the same booth, Ashton G. Stevenson, vice president and general manager of the Chicago Lino-Tabler Company, demonstrated their linotype accessory. Ed. Waters, of the Waters Tabular company, Council Bluffs, Iowa, has one of their tabulators applied to the Model Eight Linotype and explained its workings to the linotype users. George Lee, of the George Lee & Co., Cleveland, is kept busy demonstrating their new perfection metal feeders.

The Thompson Type-Caster was demonstrated by John Thompson, Chicago, the inventor.

Printing Machinery Company, Cincinnati, Ohio

This company showed an interesting exhibition of the Warnock sectional block system, diagonal and register hooks for lockup purposes, both on flat feed and rotary machines. This company has given many years of study to the printers' methods in this especial line and have given up all other departments in their job to make room for their rapidly expanding business in this field.

Latham Machinery Company, Chicago, Ill.—Paul Latham and M. J. Church

This exhibit consisted of several styles of perforators, multiplex punch, page and numbering machine bench embosser and round cornering machine. They sold all the machines in their exhibit and announced themselves as delighted with Cincinnati and the exposition.

Latham Leethan Company, Chicago, Ill. — W. W. Gains

This company has a complete register hook system, embracing many points of combination among which are the simplicity of the two-piece catch, interchangeable chase and the unlimited travel of the drop-in catch.

Lanston Monotype Machine Campany, Philadelphia, Pa. —Harvey D. Best, Herbert H. Moreley

This very interesting exhibit consisted of the monotype caster, invertible and the monotype caster, converted into a composing machine and duplicating keyboard, which sets two sizes and two measures at one time. In this exhibit were shown the headings of forty-eight papers and a few of the standard magazines, using the monotype machine. This company were particularly strong in its praise of the service rendered in equipping this difficult exposition, state that they have never had such attention anywhere. They pronounced it without question the greatest ever held.

Queen City Printing Ink Company, Cincinnati, Ohio— Gibson Rose, William Hogan and Carl Griese

This company displayed a great variety of three and four color printing done with their inks as well as samples of their quick drying inks and non-offsetting inks for enameled paper. They also displayed several samples of gold and silver ink which were very fine.

Dexter Folder, New York and Chicago—Messrs. McGain and Dexter

This exhibit consisted of the 44-inch improved Dexter cutting machine, which has been sold, and a No. 589 jobbing folder with feeder, which has also been sold. The managers express themselves many times repaid for the adventure.

Autopress Company, New York—A. T. Patterson

This very interesting exhibit of the wonderful little flat-bed cylinder machine attracted large crowds. The press run at a very high speed on colored label work. The manager stated that he sold five presses the first day.

American Type Founders Company, Cincinnati Branch— H. S. Kibbee

This company displayed in the booths almost every conceivable device that can be used by the modern printer, among which were found the improved model Gordon press, the Boston wire stitcher in various sizes and styles, all the new steel composing room equipment and steel composing surfaces.

Museum of Historical Books and Specimens

This collection was loaned by the American Type Founders Company and was a portion of their library at Jersey City which is the finest in the world of its kind. Here was displayed the first book printed from roman type in Germany in 1472. Also a book printed by Peter Schoeffer, a pupil of John Gutenberg, in 1476. This wonderful collection of books proved an education in itself.

Convention Daily News—C. S. Clark and L. K. Oppenheimer, Editors

This valuable adjunct to the printers' exposition supported by an efficient staff of news gatherers never failed to have an issue to press on time. Their plant consisted of all the modern conveniences of an up-to-date daily, being devoid of all semblance of equipment. The Convention Daily News reported, edited, composed, printed and folded within the exposition building could be held up as a model of modern newspaper style. The circulation constantly increased.

Hank Slugs, 23 Lemon Street, Cincinnati, Ohio— Special Booth

This booth illustrated the delightfully archaic method of running a print shop during the dark days and Hank was advertising his plant for sale, together with the good will and waste paper to move into the adjoining booth, which was a model of the utopian period the craft is now facing.

Keystone Type Foundry, Philadelphia, Pa.

This company had an extremely complete display covering four booths containing almost every conceivable device in up-to-date composing room equipment. Their steel cabinets and type racks of every description are a marvel of perfection and their patented make-ready table with electric lights underneath the glass top is an exceedingly interesting and valuable device. They pronounce the exposition the greatest ever held anywhere.

Barnhardt Bros. & Spindler, Chicago, Ill.

This company exhibited a complete line of sectional furniture, steel cabinets and racks, electric welded chases and roller and ink cabinets. They report many sales of material and have been delighted with the exposition.

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A Machine With a Profit Producing Record

Among the exhibits at the recent Printers' Cost Congress and Exposition of Printers' Machinery, held in Cincinnati, Ohio, U. S. A., on October 3, 4 and 5, 1912, the showing of machines for use on printing presses made by the Wetter Numbering Machine Company, is entitled to special mention.

Numbering machines for use on printing presses are generally type-high, and in order to magnify the details of construction and show the machines to better advantage the Wetter company exhibited an enlarged model.

A diminutive machine, three-eighths inch high, that could be used as a watch charm, was also in operation,— necessitating using a magnifying glass to properly see it work — attracted the attention of even those who were not users of machines of this kind.

Placed by the side of this small machine was one of large size with one inch high figures, used extensively in the United States for numbering tags for use on bales of cotton.

Perhaps the machine that attracted the most attention of printers, was a special apparatus for use on the ordinary type high platen press, for numbering trading stamps, coupons, etc., 100 sets of numbers at each impression, all locked in one chase, with mechanism at two corners of the chase, arranged so that, with five minutes to make the change, the following different combination could be made: Print consecutively forward; print each number three times, five times, ten times, fifteen times, twenty times, thirty times, fifty times, one hundred times, and two hundred times, and then advance to the next higher number. They can also be constructed to incorporate in the same machine other combinations than those named.

A special designed machine more than type-high for printing numbers on shoe labels, with two attachments permitting changing the numbers and letters without stopping the press, illustrated forcibly the remarkable adaptabilities of machines of this kind.

Another special type-high machine, with seven printing faces on wheels, to number and print department names and numbers on order blanks, worked at the bottom of an order blank, and at each impression of the press changing the department and the number, saving collating the sheets afterwards suggested that printers should keep in mind the efficiency end of the composing and press room.

The Wetter exhibit, in its entirety, impressed all visitors as a striking exemplification of the progress being made in the manufacture of numbering machines.

REVIEW OF JOB PRINTING

Address All Communications to Leon H. McNeil, 400 W. Washington Street, Findlay, Ohio

SPECIMENS submitted for review in this issue, while received from some of the youngest typographers, and from widely separated sections of the country, are of such excellent quality as to call for practically no criticism. This is surely an indication that the craftsmen are striving to better the quality of their productions, being helped and encouraged by the good work of the trade journals, inciting all to better exertion on the goal we are, or should be, aiming at. Attractive printing, while being pleasing to the eye, is useful and of great commercial value, and while we cannot labor alone for glory, who would not rather execute a fine job for nothing than be compelled to do a poor job for pay. Art in job composition is based upon correct proportion and balance, sufficient contrast and proper type, ink and paper selection. A job to be effective should also be devoid of monotony. There must be a contrast and it must be pleasing. If more than one face be employed, they must harmonize. Ornamentation must not detract from the display, and the display must be correct. Panel work should be avoided if possible, because it is time-consuming, and therefore expensive. But such work looks best when done in colors, as the contrast is pleasing. Strict attention to these principles will have for its reward work at once harmonious and artistic.

The number of entries received, and the quality of same, in the letterhead contest, which closed September 30, far exceeded our expectations, and this emphasizes the fact that there is great interest taken in contests of this kind. Where some restriction is given in the way of copy and color scheme, it is sure to extract the best efforts of the compositor. In the every-day work of letterhead composition, the printer is apt to get into a rut in style, and these contests have proven a means of "brushing up" the compositor's ideas in his endeavor to distance his brother typo. In the next issue we will show the eight winning designs and comments on same, and hope to review briefly every design submitted. Two well-known printers have been chosen to act as judges, and, as at the time they examine the designs they will not know the identity of the contestants, their selection will be most fair. We thank all who entered the competition, and believe all will await the result with interest.

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P. H. Lorentz, Buckhannon, West Virginia, recently designed and printed for a local druggist a soda fountain menu in a manner that is sure to be received with favor. A buff natural finish stock was selected for the cover, with a buff enameled stock for the inner pages, same being printed in brown and dark green, truly a pleasing combination. The general arrangement of the menu is excellent, and no doubt would have been even better, had not the customer dictated the arrangement of some of the type matter. Many otherwise excellent pieces of printed matter have been spoiled for the sake of satisfying the whim of the customer. The sensible patron should pin his faith to the designer, and leave all technical matters to his judgment, and he is sure to be the gainer thereby.

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A package bearing the label of H. Emmett Green, El Dorado, Kansas, is always received with pleasure, as we know the same contains some artistic printing. We have never been disappointed in this

H. C. CASSELMAN
BUTLER COUNTY, KANSAS, LANDS
EL DORADO, KANSAS

respect. His latest contribution contains folders and stationery that are designed and printed in the above-the-average style that always characterizes his work. In most of his work Mr. Green uses caslon old style, the type that never grows old.

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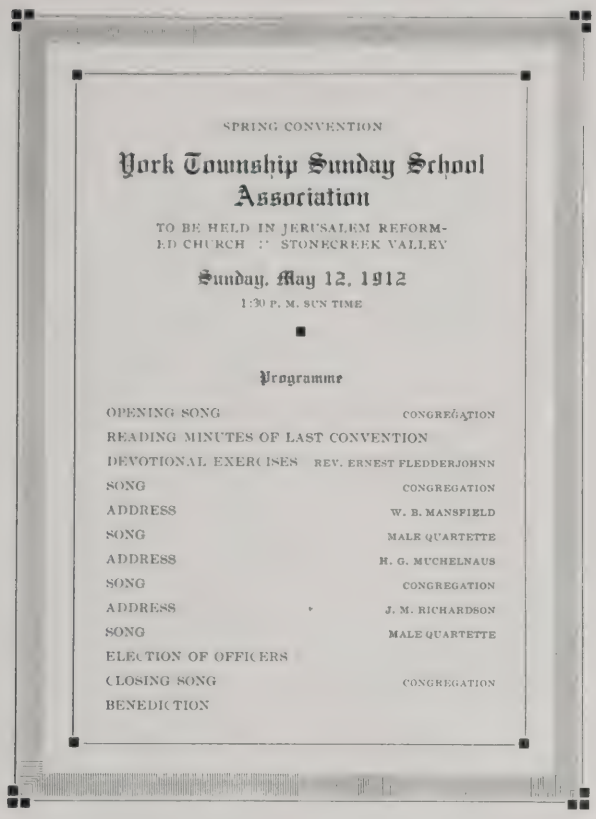
The Strathmore Paper Co. set the pace for high class advertising. Among the makers of the best in high grade papers, they believe in using the best in their own publicity campaigns. Their latest issue of sample books of cover and book papers is, without doubt, the most interesting and elaborate ever issued by a paper manufacturer. All the covers and title pages are by Will Bradley and the designs used to illustrate the stock are prize designs submitted in competition. Altogether these sample books will prove a most valuable aid to the printer, and enable him to show his customer the comparative results of various color combinations.

J. Forest Tucker, New Philadelphia, Ohio, again favors us with some of his excellent work, ranging in character from the dainty program to a blotter


SPRING CONVENTION

York Township Sunday School Association

TO BE HELD IN JERUSALEM REFORMED CHURCH :: STONECREEK VALLEY

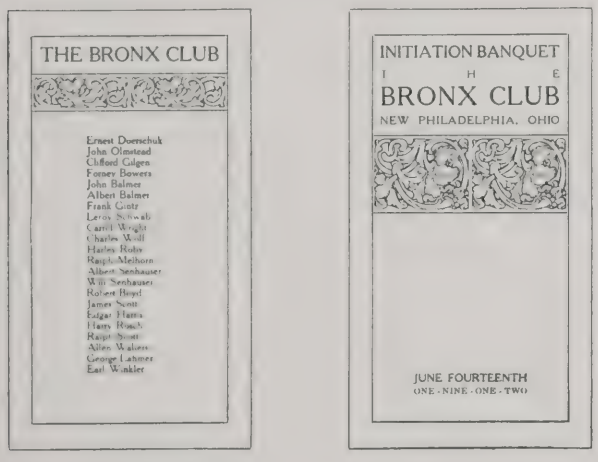
Sunday, May 12, 1912

1:30 P. M. SUN TIME

Programme

OPENING SONG	CONGREGATION
READING MINUTES OF LAST CONVENTION	
DEVOTIONAL EXERCISES	REV. ERNEST FLEDDERJOHNN
SONG	CONGREGATION
ADDRESS	W. B. MANSFIELD
SONG	MALE QUARTETTE
ADDRESS	H. G. MUCHELNAUS
SONG	CONGREGATION
ADDRESS	J. M. RICHARDSON
SONG	MALE QUARTETTE
ELECTION OF OFFICERS	
CLOSING SONG	CONGREGATION
BENEDICTION	

in colors. Indeed, the work turned out by Mr. Tucker is a literal surprise to us. It is all good and the material used is well chosen. The customer


THE BRONX CLUB

Ernest Doerschuk
John Olmstead
Chfford Galgen
Forney Bowers
John Balmer
Albert Balmer
Frank Gintz
Leroy Schwab
Carrill Wright
Charles Wall
Harley Roby
Ralph Meiborn
Albert Stenhauser
Will Stenhauser
Robert Boyd
James Scott
Edgar Hamm
Harry Roach
Ralph Stout
Allen Walters
George Lahmer
Earl Winkler

INITIATION BANQUET

I H E

BRONX CLUB

NEW PHILADELPHIA, OHIO

JUNE FOURTEENTH

ONE-NINE-ONE-TWO

who is not suited with his work is certainly hard to please. General excellence marks every sample examined.

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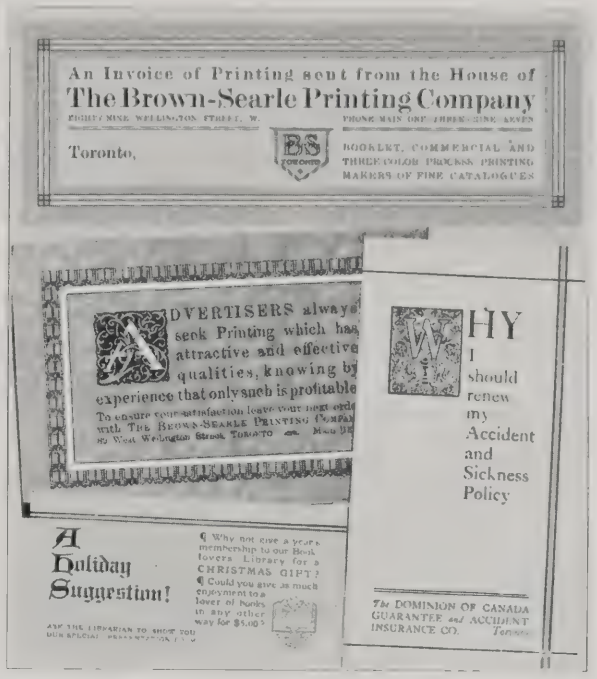
From among the many excellent collections of specimens received during the past month, we have selected the work of Ernest Adams, Toronto, Canada, as one of especial interest. The invoice of the Brown-Searle Printing Co., with whom Mr. Adams is associated, is an excellent example of composition, art tyle formers being employed for the tint work with excellent results, together with the plain, legible type face, combining to make a piece of printing that will appeal to buyers of printing who are interested in securing the best possible, as even a bill heading produced in this manner carries con-


An Invoice of Printing sent from the House of

The Brown-Searle Printing Company

Toronto,

BOOKLET, COMMERCIAL AND THREE-COLOR PROCESS PRINTING

MAKERS OF FINE CATALOGUES

ADVERTISERS always seek Printing which has attractive and effective qualities, knowing by experience that only such is profitable

WHY I should renew my Accident and Sickness Policy

The DOMINION OF CANADA GUARANTEE and ACCIDENT INSURANCE CO.

A Holiday Suggestion!

Why not give a year's membership to our Book lovers Library for a CHRISTMAS GIFT?

Could you give as much enjoyment to a lover of books in any other way for $5.00?

siderable advertising value. The original was in two shades of blue and very little red, on blue linen finish stock. "Are You Prepared for the Burglar?" is a very attractive folder and arranged in a unique and pleasing manner, so different from the ordinary folder that it is sure to "stand out" among a collection of ordinary leaflets. The original was in dark brown and olive green on enameled stock. Aside from the distinctive typographical appearance of Mr. Adams' work, the color schemes and presswork add greatly to the appearance of the specimens.

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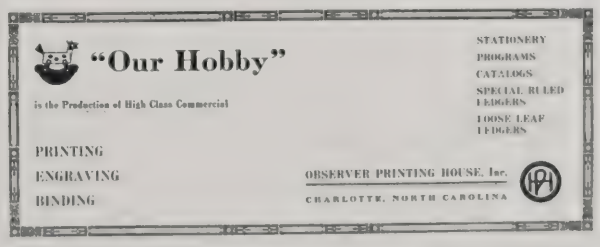
Howard C. Hull, if my memory serves me rightly, was at one time a regular contributor to this department. We are pleased to learn that good fortune has favored Mr. Hull recently, and are also pleased to welcome him back into the fold of con-


"Our Hobby"

is the Production of High Class Commercial

PRINTING
ENGRAVING
BINDING

STATIONERY
PROGRAMS
CATALOGS
SPECIAL RULED LEDGERS
LOOSE LEAF LEDGERS

OBSERVER PRINTING HOUSE, Inc.
CHARLOTTE, NORTH CAROLINA

tributors. This young progressive is now associated with the Observer Printing House, Charlotte, N. C., in the capacity of typographic designer and foreman. Mr. Hull, as is evidenced by some specimens submitted, certainly did revolutionize things,

typographically, shortly after taking up his duties with the above firm. All his work is characterized by dignity and refinement. Neat, modest type arrangements, careful presswork and attractive color combinations are combined with excellent results.

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Emerson Loundagin, Waitsburg, Washington, sends a copy of a title page of a booklet for review. The general arrangement of same is very good and would have been improved by printing the monogram in a lighter color, as it now overshadows the type matter.

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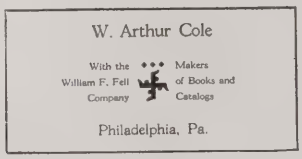
W. Arthur Cole, designer, with the Wm. F. Fell Co., Philadelphia, has designed a pleasing little folder for his house, describing the Fell work mark and its origin. This little folder and other announce-



ments are arranged in a simple and dignified style that appeals to the patron who seeks the best in printed matter. We are showing herewith a card which is characteristic of the high quality of Mr. Cole's work.

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"From Wool to Cloth," produced by the Livermore & Knight Co., Providence, R. I., for the American Woolen Co., Boston, is an excellent example of offset printing. The cover, end papers and borders of the text pages are printed in a manner closely resembling woolen cloth.

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The Apprenticeship Bulletin for July-August from the School of Printing, Boston, like all previous issues, is a model of neatness and simplicity. Century old style and italic is used for both display and text, and the result is pleasing. This issue contains a review of what the school has already accomplished and an outline of what they hope to accomplish in the future.

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POPULARITY OF MILLER SAW-TRIMMER

Quite a demonstration is given, on page 792 of this issue, "The Foreign Shipment of Miller Saw Trimmers," of the popularity of this marvelous little machine which spreads to all parts of the civilized world. It is now used in Cuba, Mexico, Central America, Sandwich Islands, Philippine Islands, South America, England, France, Germany, Russia, Sweden, South Africa, Australia and China.

The Inter-Ocean of Chicago Purchased by H. H. Kohlsaat

Some eighteen years ago Mr. H. H. Kohlsaat sold his interest in the Chicago Inter Ocean to Mr. Nixon. Since then he has been connected with the Record-Herald. He has now retired from the latter paper and repurchased the Inter Ocean, which, of late years, has had many changes of management. In our view, the entering of Mr. Kohlsaat upon the ownership and management of the Inter Ocean will result in great improvement to the paper. A new dress and a better arrangement have already improved the mechanical appearance of the paper — things not at all unimportant —and the news and editorial departments show greater completeness, candor and vigor. In the past there has been a feeling that the Inter Ocean was controlled by interests, both financial and political, outside of the office. Whether this has been true or not, it is certain that, now, there will be independence, and that the ideals and honest views of the publisher and editor will be alone reflected in the pages of the paper. In a recent signed announcement, Mr. Kohlsaat gives the following as the policy that will be pursued:

"The Inter Ocean will be a newspaper in every sense of the word, printing all the news that should be printed in a family newspaper.

"The opinions of the editor will appear only on the editorial page, where they belong.

"The Inter Ocean will be Republican, because it believes in the principles of the Republican party, respects its traditions, reveres the memory of its great leaders, and sincerely believes that this great party has not outlived its usefulness, and that, under the leadership of patriotic, unselfish men, it will still be the party of progress and sanity.

"The Inter Ocean will be independent in its Republicanism, and will vigorously oppose the leadership of political spoilsmen, or representatives of special interests, or of demagogues, or self-seekers."

These are all good principles or rules for a newspaper. If a paper is to be partisan, in this day, it should be independently partisan, remembering always that parties are instruments of the members thereof, for the establishing and carrying out the principles in which they honestly believe, for the good of the people, for the promotion of good government, and securing the rights, safety, welfare and upbuilding of all good citizens, of city, county, state and nation.

There can be only real service to any worthy organization or party by the opposing of those who seek to use it only for their own gain or aggrandizement — "spoilsmen, representatives of special interests, or demagogues, or self-seekers." It is to be hoped that the Inter Ocean will be able now

to live fully up to its very excellent motto, "Be just, and fear not." The man, or the paper, that is wholly honest, and thoroughly conscientious, will be slow to accuse others of insincerity, dishonesty, injustice or wrong, but will seek, the rather, to so understand and interpret their motives and acts as to judge them honest in their purposes

A. D. MOFFETT
President N. P. A.

and to guard their good names and reputations, as most sacred. However, when wrong motives and wrong doings are once clearly discernable, the just man or the just newspaper will be the more earnest and fearless in opposition and denunciation, and such opposition and denunciation will be effective.

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OFFICERS AND NEXT CONVENTION OF NEXT OHIO COST CONGRESS

The following well-known, worthy and widely-known and honored gentlemen were chosen officers of the Ohio Cost Congress at the convention in Cincinnati: J. M. Thomssen, present; Henry Clay Vortriede, first vice-president: Albert Scholl, second vice-president; S. Evans Clark, secretary; Charles P. Carl, treasurer.

The Toledo printers attended in force and presented the claims of that city in an eloquent, convincing and unique manner, after which everybody was convinced that Toledo is, par excellence, a convention city, and the vote to hold the next convention there was unanimous and enthusiastic

Executive Council, N. P. A., to Meet

A meeting of the executive council of the National Press Association is hereby called to convene at Hotel Sherman, Chicago, Ill., at 10 o'clock

Geo. Schlosser, Sioux Falls, S. D.
Secretary N. P. A.

a. m., November 22. This meeting will continue until the object for which it has been called is fully settled, namely: the time, and place, and program for the 1913 meet.

A. D. MOFFETT, President.
GEORGE SCHLOSSER, Secretary.

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In the Supply Field

One of the latest improved new Oswego auto rapid-production cutting machines with the power saving device and double knife shear and several other new improvements will be shown at the exhibit of the National Printing, Publishing, Advertising and Allied Trades Exposition to be held at the Grand Central Palace, A. N. P. A. week, April 19 to 26, 1913. It will pay you to attend this exposition, and especially the Oswego exhibit, booth No. 97, just to the left of the entrance stairs.

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Barnhart Brothers & Spindler report an active business in the Philippine Islands. They have placed there a number of Babcock Drum and Optimus presses during the last year and have equipped several good sized offices throughout with type, material and other machinery. An active and efficient house represents them there — Schmidt & Ziegler.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

AS a majority of my readers will concede, an editorial department is essential to the perfection of any newspaper. In days gone by the most important part of the country's great newspaper was its editorial page, and it is not different in this modern era.

People would hardly expect to see one of our great national weeklies or city dailies come forth without its editorial section. So important is this feature of the modern paper considered that enormous sums of money are expended annually by the big publishers in the employment of the world's best brains in the writing of their editorial columns. One of the most popular of modern editorial writers draws a greater salary, it is said, than that of the president of the United States.

There is, of course, a considerable difference between the editorial of Greeley's time and that of Arthur Brisbane's. Formerly the American editorial was purely argumentative. The editor sought to lead or mislead his readers by sheer force of personality and the bold exploitation of his personal opinions. He dealt principally with the vital political issues of his day. Then this country was comparatively small and national issues were local issues more than is a fact at present.

Today, while we have a few great editorial geniuses, who charm us with their original philosophical effusions along themes abstract and otherwise, and whose field of topics has a veritable cosmic depth and breadth, the great majority of modern editorial writing is confined principally to current events. In other words, the modern newspaper's editorial columns are filled up with entertaining and instructive rehearsals of the happenings of the times.

By thus reviewing the news of the day or week, the best of moral principles are instilled into the reader's mind, didactic lessons are spread before his eye in a way to make a lasting impression, and impressive examples of the evil effects of graft, human greed, selfishness, and all of the multitude of human errors are clearly portrayed in a way that sticks. Here, too, is amply offered opportunity for the promulgation of the paper's own opinions of the higher matters suggested in the day's news, and thus the molding of public opinion, which was once attempted openly by undisguised wordy argument, now goes steadily on, as of old, only in a more adroit, and, I believe, effective, way.

Unconsciously the reader of a modern newspaper takes on the opinions disseminated through its editorial columns; without knowing it he becomes imbued with the lessons so neatly hidden between the lines of an editorial review of a thing that happened yesterday. The present-day editorial writer knows how to sway his readers by stirring their emotions, their love or their hatred, by simply, but graphically, recounting the touching or revolting phases of an event that, as a news story, occupied a conspicuous place under the scare heads of a late edition. Imagination is still a valuable asset, but the plain facts of every-day life form the basis of the modern editorial.

It is simply another case of coercion versus coaxing. The old editorial sought to force conviction, whereas the new seeks to coax it. The old editorial writer drew up his case in strong and cogent terms and drove his argument home with a ponderous array of trip-hammer logic; whereas the modern editor lays the simple facts of an actual event before his readers, which leave no room for question.

Thus far I have been referring in a general way to our great newspapers, in which everyone is ready to concede the editorial an essential feature, as intimated. In the home press, however, the editorial question is less easily analyzed. During no era has there been any universal rule as to style or topic, although, of course, the country editors have in a measure attempted an emulation of the examples of their city brethren. With home editors, as they are called, politics has always occupied the attention of the greatest number, both in past days and the present, and those who were not sufficiently interested or well posted in these weighty matters have frequently ignored and neglected editorial writing completely.

But happily more lately this idea that politics — state and national politics especially — constitute the only theme fit and worthy for editorial attention among country papers is fast becoming obsolete. Home editors are beginning to see that there are hundreds of other things of quite as much interest and importance to their readers as state and national

politics, which are always thoroughly handled by the state and national periodicals, anyhow.

Home editors are beginning to realize that there are hundreds of things nearer home, and hence nearer to the hearts of their readers, which the state and national papers do not (because they cannot) cover at all, that make ideal editorial features. Like the modern city editorial writers, the country editor turns his attention to current events — local current events, if you please — for his inspirations, and here he discovers an exhaustless supply of subjects.

I do not mean to cry down politics, nor to advise their absolute elimination from the editorial columns of the home press. True political economy is an excellent study, and the exploitation of its principles through one's editorials is wholly laudable, but one should not get into the rut of thinking that this is the only thing that should attract his attention.

Local political affairs are always good and commendable subject for editorial review in county seat papers especially, whose editors are, by virtue of their situation, close to the facts, but there is no reason why even these should be permitted to monopolize the editorial page and thus become a weekly bore to regular readers. In papers outside of the county seats there are still other sets of political matters even nearer to the interest of the local people than those connected with the county government. These are the affairs of the township, the village, the churches, schools, societies, etc. But it is not necessary either that even these should monopolize the home editor's editorial comment. As intimated, there are still other things of quite as much importance — represented in the plain everyday occurrences of the week — which offer a boundless array of hints and suggestions for the best editorials in the world. In this respect no editor in New York City has the least advantage over an editor in the smallest of newspaper-supporting villages. Each has its current happenings, each of which is subject for editorial comment. These change from week to week in accordance with the change of events, and thus the reader is offered that variety which human nature always so keenly craves.

I am aware that there are some editors of home newspapers who do not believe in editorials in the home press. They argue that it is perfectly ridiculous for the insignificant back-woods printer-journalist to assume to mold public opinion. I do not care to consume space here in refutation of that argument, although I cannot refrain from recalling attention to the fact well known, that from many a "dinky jerk-water" place have sprung men who have swayed the world both with sword and pen. And I'm not afraid to stake my reputation as a prophet that it always will be so. Therefore, why should the country editor hesitate to write?

But the modern aim of an editorial is not so much to mold as to aid, enlighten, entertain and instruct. The molding of opinion is an old idea; but anything that will make the newspaper better, more popular with, and beneficial to, the people who read it is good business, and, therefore, strictly modern.

Some country editors have said to me: "I would like to maintain an editorial page, but I never know what to write about." And that's why I have gone into this subject at such considerable length at this time. As I have hinted above, in every community and village where a newspaper is printed each week there is an abundance of subject matter for the editorial page. To make myself absolutely clear and for practical illustration, allow me to conclude by citing a few actual facts:

Let us suppose that a farmer makes an unusual delivery of live stock or farm produce to a local dealer. This is a suggestion for an editorial paragraph in the home paper on the subject of local prosperity. Official bank statements when published offer a similar hint. Local lyceum courses give the home editor an opportunity for praising the enterprise of home people, and the winnings of local stockmen on their exhibitions at the state and county fairs are always excellent themes for editorial effusions. And so I might go on citing every day events in illustration of the point. Crimes, accidents, births, deaths, building, fires, improvements, almost any important news item has, besides its natural news value, an editorial value that can best be treated separately. For instance, the other day I seized upon the sad fact that a small boy in an adjoining town in my field had fallen under the wheels of the cars and lost a leg, as a vehicle for bringing out some didactic sentiment against the dangerous practice of youths jumping on and off moving railway trains.

The man who cannot take the local incidents of his field and weave them into readable and instructive editorial paragraphs, hadn't ought to be in the editorial business. I find the great trouble is, not that the average country editor lacks the ability to do so, but that he generally makes the mistake of expressing his editorial opinions, or bringing out the purely editorial features of such events in connection with the telling of the news story on his local news pages. The news columns of a newspaper are no place for the editor's opinions. Here alone should be found the statement of the fact and the details of the incident, and, if the editor has any personal opinion regarding the matter, any lessons to teach, morals to inculcate, or warnings to cite, these should be given in a distinct paragraph under an editorial head.

Of all the excellent newspapers that come to me from time to time none excels in general excellence that of the Lawrenceburg, Indiana, Press. Especially fine in point of contents is this Hoosier sheet, the news stories being abundant and written in such a style as to be interesting even to a person, like myself, for instance, who is not personally acquainted with anyone within a hundred miles of Lawrenceburg. Brother E. S. Smashey, formerly publisher of the Press and now foreman, does a considerable part of the editorial work on this paper and does it well. The Press enjoys a strictly modern equipment and is right in every respect.

✣ ✣ ✣

Garland, Texas, Sept. 9, 1912.

O. Byron Copper, De Soto, Wis.

Dear Sir: I am sending you, under separate cover, copy of our paper dated September 13, which contains one of the largest newspaper ads in one piece ever put out in Texas, so far as I know.

I have been on this paper now about three years and was the starter of the Silver Anniversary Edition to which you gave space a few weeks ago.

We get up a trade ad here every fall, and heretofore it has been only a single-page affair, but all the other papers were trying to pull off a stunt by running ten columns of a six-column, and twelve of a seven-column paper, so I succeeded in getting up my double eight.

I drew up the ad, went out and got the advertising

Garland Wants Your Trade And Friendship
To Our Customers and Friends:
The National Bank of Garland
Garland Telephone Exchange
Prompt and Efficient Service
The Armstrong Drug Co.
Garland, Texas
Come to Garland Trade in Garland
ARMSTRONG'S
ALEXANDER BROS.
FINE SHOP MADE HARNESS
We Make Them Fine Tailoring
Harter & Smithson
OUR TAILORS
OUR MERCHANTS
OUR BANKS
EVERYBODY
THE CITIZENS NATIONAL BANK
Myers Drug Store
Book and Job Printing
THE GARLAND NEWS
W. H. GANDY
Full line of seasonable General Merchandise at right prices. The man who buys your cotton at top prices.
NORTHWEST CORNER OF SQUARE
GINNING
HUDSON DAVIS & CO.
Hudson, Davis & Co.
The House With the Good
R. L. Reagan & Co.
Everything to Wear
THE GARLAND NEWS
$1.00 per year and we try to make it worth the money.
Paper Stops When Your Time Is Out
Let us put you on our large list of readers
C. W. JOHNSON
Jeweler
M. D. Williams
Undertaker Embalmer
Shoes, Gents' Furnishings and Groceries, Buggies, Wagons and Implements
You can't beat these implements
G. W. Crossman
Graduallic Growing
FIRST GUARANTY STATE BANK
Some of Garland's Business Builders
DALLAS COUNTY'S LEADING COTTON MARKET
GARLAND
The Livest Little Town on the Map

No. 1

and wrote two-thirds of it. From the time we began till it was finished and on the press we put in eight full hours—Mr. Henie Johnson and myself.

It has made a hit in these parts and would like for you to give your opinion of it, if you see fit.

Trusting same will reach you in due time, I beg to remain, Fraternally,

FRANK WHITE,
Foreman.

The ponderous ad (Exhibit 1) to which Brother White calls my attention represents a highly commendable enterprise, one that other papers might well emulate. There is nothing remarkably pretty about this specimen, neither is there anything strikingly bad. The balance attained in its creation is commendable, but in the main the typography is plain and a trifle coarse. The layout is good and the whole scheme, especially the profuse use of half-tones, modern and enterprising. The feature that makes this advertisement remarkable is its great size, as intimated in the foregoing letter, and this department congratulates Foreman White and Mr. Johnson on their achievement — beating the record for big ads among Texas weeklies.

✣ ✣ ✣

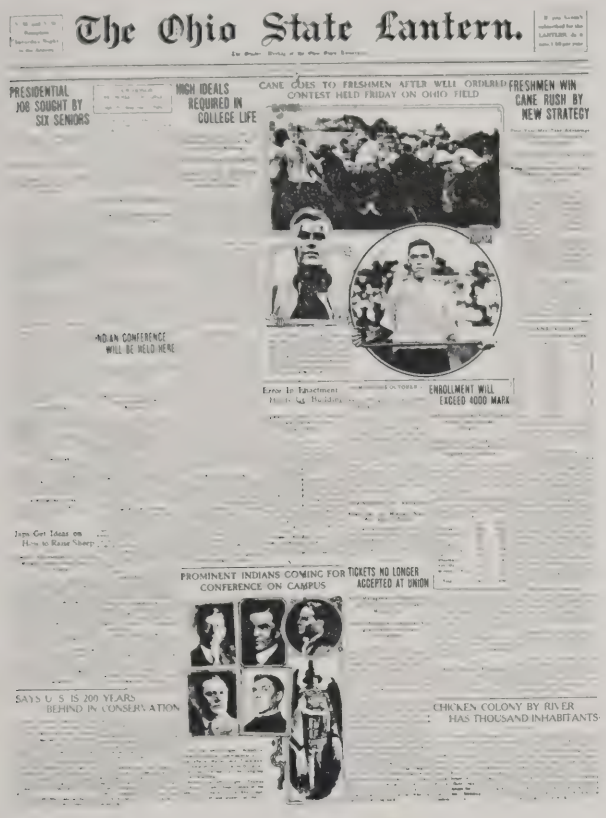
Columbus, Ohio, Oct. 5, 1912.

Dear Mr. Copper: As instructor of journalism at Ohio State University, I am trying to make the work in newspaper building practical. I want you to look at the style, make-up and general contents of the Ohio State Lantern, which is edited without direct oversight by students in journalism at the university. The editorial page seems to me good. I'd be glad to have a word of criticism from you in the Printer-Journalist.

Truly,
H. F. HARRINGTON.

As may be expected, this contribution from Professor Harrington is an interesting one. That the Lantern is tastily gotten up is attested by the reproduction of the first page as Exhibit 2. The balance in masses, despite the jaunty style adopted, is pleasing. The news stories on this page and elsewhere in the paper are pretty well handled — as well perhaps as those in the average American publication. I have read a number of them, out of curiosity, and found the plan of the story good in nearly every case, the diction high class and the details properly presented. The heads over the stories are commendable, too, in style of typography (barring the condensed gothic) and wording. My reference against the bold gothic condensed is founded on the fact that this letter is wholly out of harmony with the balance of the sheet's typography. Between it and the cheltenham and antique machine faces predominating there is an irreparable contrast that borders on the inconsistent. A less sharply defined face, and one of less degree of boldness would give far preferable results. The editorial page is the best in this paper, as I presume it ought to be and naturally couldn't help being, inasmuch as it is a University paper. The editorials proper are practical. In these the subjects have been taken care of in cultured, conservative fashion. "The Idler" gets in some good stunts in his dreamy "By the Way" column. The wit of "Billikin" is original and surprising — the latter because it strikes one so sud-

denly and unexpected. Prof. Harrington's own "talk" under the head of "The Friendly Path," is as beautiful and as truthful a little sketch as I have ever read and I do not hesitate to congratulate him on it and his excellent work in the Ohio State Uni-


The Ohio State Lantern.

PRESIDENTIAL JOB SOUGHT BY SIX SENIORS

HIGH IDEALS REQUIRED IN COLLEGE LIFE

CANE GOES TO FRESHMEN AFTER WELL ORDERED CONTEST HELD FRIDAY ON OHIO FIELD

FRESHMEN WIN CANE RUSH BY NEW STRATEGY

NO AN CONFERENCE WILL BE HELD HERE

ENROLLMENT WILL EXCEED 4000 MARK

PROMINENT INDIANS COMING FOR CONFERENCE ON CAMPUS

TICKETS NO LONGER ACCEPTED AT UNION

SAYS U. S. IS 200 YEARS BEHIND IN CONSERVATION

CHICKEN COLONY BY RIVER HAS THOUSAND INHABITANTS

No 2

versity. The Lantern is a product mechanically of the Stoneman Press and is printed nicely on a good grade of white sized paper.

✢ ✢ ✢

Marmarth, N. D., Sept. 27, 1912.

O. Byron Copper, De Soto, Wis.

Dear Sir: Under separate cover I am sending a copy of the current issue of the Mail, owing to the two page ad which we happen to have this week and which my foreman Mr. I. L. Doherty wished to have reviewed.

Thanking you for past favors, by the way, it has been several years since I have had anything in for you to pass on. I am,

Most fraternally,
JAMES H. CRAMER.

Points on which the Marmarth, N. D., Mail deserves praise are its delightful clean front page, its editorial column, and its excellent typography. Above all, however, is the masterful fashion in which Foreman Doherty sets his ads. This double-page specimen of his is reproduced herewith as Exhibit 3. As a double-page specimen, everyone must concede its excellence. It is not without defects, however. One of these is the treatment accorded the long narrow panel toward the bottom. It would have been better to have divided this panel into three unequal sections, rather than to have resorted to the puzzling arrangement of rules in the center. Also in the closing portion of the introductory matter, just above the central cut, there is a superfluous number of rules, that were quite unnecessary and prove really detrimental to the aspect generally. A compositor should also exercise great care in the spacing of his type lines. It spoils what might otherwise be a good example

Opening Season Bargain Sale

J. F. DIVINE & CO

Sale Starts Tues., Oct. 15, & lasts 12 Days

J. F. DIVINE & CO

Included in this great offering are many articles too numerous to price separately, following is a partial list: mittens, gloves, sox overshoes, rubbers, sweaters, sheep-lined coats, duck coats, corduroys, slickers, nobobs, suit cases, bags, etc

THIS SALE WILL MAKE NEW FRIENDS FOR US

SALE STARTS TUESDAY OCTOBER 15

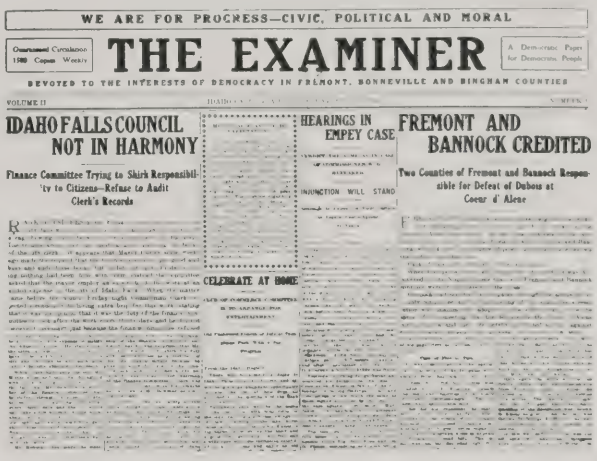
Allison Building J. F. DIVINE & CO., Clothiers Marmarth So. Dak.

No. 3

of typography to see the lines widely spaced at one end only.

✢ ✢ ✢

In Exhibit 4 I am pleased to show the upper portion of a very excellent paper that has lain upon my desk for some time, waiting its turn for review


WE ARE FOR PROGRESS—CIVIC, POLITICAL AND MORAL

Guaranteed Circulation 1500 Copies Weekly

THE EXAMINER

A Democratic Paper for Democratic People

DEVOTED TO THE INTERESTS OF DEMOCRACY IN FREMONT, BONNEVILLE AND BINGHAM COUNTIES

IDAHO FALLS COUNCIL NOT IN HARMONY

Finance Committee Trying to Shirk Responsibility to Citizens—Refuse to Audit Clerk's Records

HEARINGS IN EMPEY CASE

INJUNCTION WILL STAND

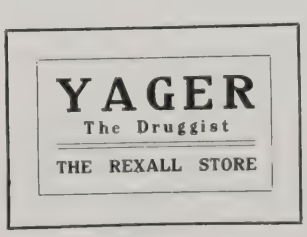
FREMONT AND BANNOCK CREDITED

Two Counties of Fremont and Bannock Responsible for Defeat of Dubois at Coeur d' Alene

CELEBRATE AT HOME

No. 4

herein. A glance at even this half page is enough to satisfy the reader that it is an extraordinary paper. It is called The Examiner, and seems to be a fearless, up-to-date publication. It is very


YAGER
The Druggist
THE REXALL STORE

No. 5

Chase Furniture Co.
Our line of FURNITURE, RUGS STOVES, etc., is the largest in the County
Chase Furniture Company

No. 6

cleverly edited, extremely artistic in makeup, and strictly modern in typography. Exhibits 5, 6 and 7 are a trio of attractively displayed specimens extracted from the pages of this handsome sheet,

of which my erstwhile neighbor and friend, Herbert J. Metcalf, formerly of Lansing, Iowa, is editor. How facile is this young man's pen and how brilliant his editorial brain is only feebly illustrated by the quotation here of this editorial squib, taken from a pageful of stuff that is away above the ordinary:

We are not by any means certain that the disappearance of fences that used to separate neighborhood yards is a sign of greater amity among city dwellers. Back in the days when a man dug a moat around his castle and visitors had to wait for a drawbridge to be swung out there was at least no hypocrisy to be deplored. The castle dwellers openly disturbed each other. When you

The Golden Rule Store
The place where you can always get the most for your money. No effort will be spared to give you the very best bargains in the many lines which we carry.
Make the GOLDEN RULE STORE your trading place.
St. Anthony .·. Idaho

No. 7

called on a neighbor you put on your thickest sheet armor, and when he saw you coming he called all his hired men and stationed them where they could drop stones on your head as you passed under the portcullis. Those days are gone, not because we trust our neighbors more but because moats and stone walls and arches in the turrets are no longer effective to keep each other at a distance. Civilization has agreed that these external signs of mutual distrust shall be removed since they no longer serve their purpose and that we shall manifest our dislike of our neighbor by poisoning his dog and setting our lawn sprinkler where it will drench his hammock.

I forgot to mention that The Examiner is published at Idaho Falls, Idaho.

✣ ✣ ✣

That the Princeton, Mo., Post, W. C. Price's paper, is still a delight in typography and balanced

The Princeton Post
VOLUME XVII
PRINCETON, MO., THURSDAY, JULY 11, 1912
NUMBER 27
WOODS IS OUT OF THE RACE
SAYS HE WILL NOT SUPPORT TAFT FOR PRESIDENT
HARRISON VOTES AGAINST COURT HOUSE
BRADBURY BACK TO FACE CHARGE
ARRESTED BY CONSTABLE NEWTON AT PLEASANTON
LADY COMES FROM AFRICA TO PREACH
THE BOSTON LYRIC TRIO
TRAIN PLOWS INTO BUNCH OF STEERS
TRAIL-FINDERS POSTPONE MEETING

No. 8

makeup is proved by the reproduction here as exhibit 8, the upper portion of a recent front page. Other excellent features of this publication, including an unusually good department of editorial thoughts and an abundance of Mercer county news, are also still in evidence. I have always looked upon The Post as one of the most thrifty sheets that occasionally grace my review desk. I sincerely trust it may always prosper.

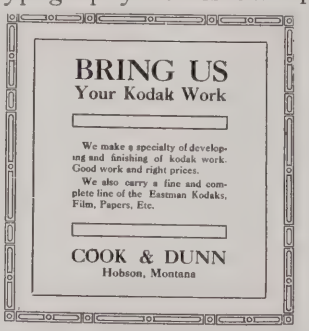
✣ ✣ ✣

As a typographer I have had the serious charge laid against me that I was a "panel fiend," but surely the disease or habit never reached such a

JUDITH BASIN STAR
VOL. IV
HOBSON, FERGUS COUNTY, MONTANA, THURSDAY, JULY 18, 1912.
NO. 40
MONTANA LEADS THE WORLD
THE JUDITH BASIN LEADS MONTANA
Judge Cheadle Against Forming Third Party
He Clearly Defines His Position
All Roads Will Lead To Big Farmers' Picnic
Which Takes Place On July 25th
Judith Basin Has Real Experiment Station
With Competent Man In Charge
Increase In Total Of State Fair Premiums
Will Insure A Much Larger Exhit
Wealth Of Our County Is On The Increase
$700,000 Is The Increase Shown
Expect To Start Work On Their Wolf Creek Line
Road Will Tap A Rich Country
How The Judges Will Find Best Five Bushels Of Wheat
At Northwestern Products Show
National Guard Is Now Mobilized Near Helena
For The Annual Army Maneuvers

No. 9

stage of chronicness in me as is manifestly the case with Brother J. A. Raitt, publisher of the Judith Basin, Montana, Star, who, I presume, is responsible for the typography of his own paper. Some


BRING US
Your Kodak Work
We make a specialty of developing and finishing of kodak work. Good work and right prices.
We also carry a fine and complete line of the Eastman Kodaks, Film, Papers, Etc.
COOK & DUNN
Hobson, Montana

No. 10

readers of this department may remember this handsome sheet, as reviewed briefly in these columns some months back. To illustrate its striking beauty, its distinction, its originality, and its perfect and

many panels, herewith I reproduce the whole of the first page of the edition with which this department has been favored (Exhibit 9). This represents a very attractive style of makeup, but it seems to me, as compared with the space allowed between the two main lines of these peculiar heads, there is hardly enough space below and above the panels. How about it, brother, am I not right? A very pretty ad, in which the same clever empaneled effect is noticeable, is being shown in Exhibit 10. It seems to me in this specimen, as in several others in this publication, an error was made in allowing greater margins of white at the sides of the mass of type than at the top and bottom. I would have compressed this mass of type matter, in order to obtain equality of white margins all around inside the border. An excellent feature of this paper is the abundance of excellent reading matter and the high grade presswork.

✣ ✣ ✣

A welcome newcomer to this department of the National Printer-Journalist is the Winnetka Weekly Talk, of Winnetka, Illinois, a neat little all-home-print, four-column folio, by Earle S. Barber and G. D. Curtis. This tiny sheet is yet in its initial volume, No. 23 being before me. Despite its small size, a considerable amount of local news is presented, and, after a careful review, I am sure that the men who wrote this up are capable fellows. I am sorry, though, that they do not apparently realize the ideal opportunity offered in this little paper to make something exquisite, mechanically as well as editorially, and thus have perfection. Instead they give us something extremely ordinary in typography, although presswork is first-class. My suggestions must be: Adopt this department's ideal plan of makeup — all ads to the right hand side of the page, the largest ad at the bottom, gradually decreasing in size toward the top of the page. Let us have system in the matter of heads, too. Select a style and stick rigidly to it. If it is to be the two stair-step cap lines, supplemented by a three-line inverted pyramid, see to it that the heads are written to make the maintenance of that style possible, and let us not have three words in one cap line and only one in the other, nor three lines in one sub-pyramid and only two in another; but let's be uniform. Haphazardness in head styles is slovenly and about the most deplorable fault noticeable in this Weekly Talk. The ad man ought to give a little more study to artistic ad composition and exercise greater care in setting his work for this little sheet, giving more attention to the beauty of each individual space.

✣ ✣ ✣

A very ordinary paper is what necessity compels me to term The Enterprise of Douglas, Nebraska. It is a six-column folio on ready-prints. Due to its limited number of pages, the appearance of displayed ads on the front page is a sin which I presume I am expected to pardon. Roy Harp is publisher and editor of this sheet, which pays attention only to the giving of local and personal items. The matter is set in what I should judge is a pica face of good Roman type, and so not a great deal of this is required to fill the few columns left for straight matter on the two locally printed pages. The advertising patronage is satisfactory, and, while there is some evidence of both desire and endeavor to give these ads artistic treatment, the result, somehow or other, is not wholly successful. This is due at times to the kind of type necessarily employed (some antiquated and unsightly faces are used) and again to erroneous arrangement of lines. The print secured on this paper is good.

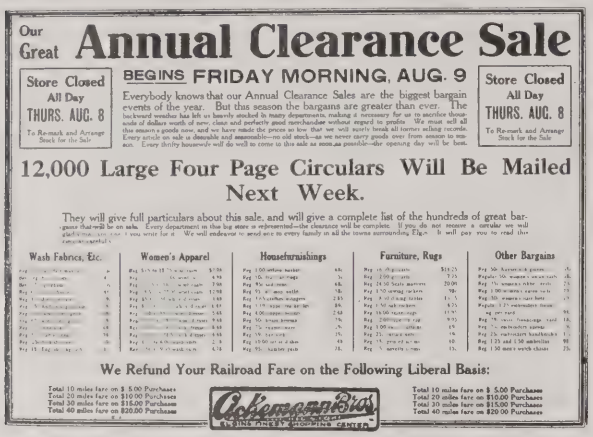
✣ ✣ ✣

So far as my inspection has been able to reveal, there is just one respect in which Brother Fred O. Barrett's Sun, of Osceola, Wisconsin, excels, and that is in the important point of contents. The Sun's first page is clear of displayed ads, which is another commendable feature, and it is made up of headed stories, some of which are local and newsy in character, whereas others have been extracted from exchanges. There is a dandy local news page and also one of equal goodness filled with news letters from special staff correspondents. The fact that this sheet is printed all at home is still another feature calling for my congratulations. The print is deplorably poor, the make-ready on the cylinder of the press being in evident need of renewal, and likewise a little additional impression is apparently needed. This is a thing that too many country newspaper-makers often neglect, this renewing of the packing on the cylinder of the press. Often a high cut practically spoils the printing surface of the cylinder for subsequent editions, because the extra depressions made in the tympan where the high cut came in contact with it makes a spot lower than the balance of the sheet. Aside from the clean front page, the mechanical makeup is far from being in accord with this department's ideal system and the headings over the front page stories are far from pleasing. Nothing adds more decidedly to the neatness and attractiveness of a newspaper page than strict system in head styles, nor does anything add so decidedly to its unsightliness as the lack of it. The head-writer and the head-setter ought to cooperate in getting every head alike in style and shape. Advertisement composition in this sheet is low grade, as is also at least a part of the straight matter composition, the latter showing many omissions of words, punctuation, etc.

✣ ✣ ✣

This is my very first opportunity to remark upon the fact that the Geneva, Illinois, Republican

(that ardent home-town-boosting periodical that made Geneva a noted resort) issued on the third of last August a very commendable Kindergarten Association Special Edition of eighteen pages. The


Our Great Annual Clearance Sale
Store Closed All Day THURS. AUG. 8
BEGINS FRIDAY MORNING, AUG. 9
Everybody knows that our Annual Clearance Sales are the biggest bargain events of the year. But this season the bargains are greater than ever. The backward weather has left us heavily stocked in many departments, making it necessary for us to sacrifice thousands of dollars worth of new, clean and perfectly good merchandise without regard to profits. We must sell all this season's goods now, and we have made the prices so low that we will surely break all former selling records. Every article on sale is desirable and seasonable—no old stock—as we never carry goods over from season to season. Every thrifty housewife will do well to come to this sale as soon as possible—the opening day will be best.
Store Closed All Day THURS. AUG. 8
12,000 Large Four Page Circulars Will Be Mailed Next Week.
They will give full particulars about this sale, and will give a complete list of the hundreds of great bargains that will be on sale. Every department in the big store is represented—the clearance will be complete. If you do not receive a circular you will gladly come after one if you write for it. We will endeavor to send one to every family in all the towns surrounding Elgin. It will pay you to read this announcement.
Wash Fabrics, Etc.
Women's Apparel
Housefurnishings
Furniture, Rugs
Other Bargains
We Refund Your Railroad Fare on the Following Liberal Basis:
Total 10 miles fare on $ 5.00 Purchases
Total 20 miles fare on $10.00 Purchases
Total 30 miles fare on $15.00 Purchases
Total 40 miles fare on $20.00 Purchases
Total 10 miles fare on $ 5.00 Purchases
Total 20 miles fare on $10.00 Purchases
Total 30 miles fare on $15.00 Purchases
Total 40 miles fare on $20.00 Purchases
Ackermann Bros.
ELGIN'S LEADING SHOPPING CENTER

No. 11

edition contained a lot of special matter prepared by members of the kindergarten association, as well as a lot of special advertising matter, and the first page was decorated with a large group of half-tone baby heads from actual photos of some of Geneva's prospective kindergarteners. The Republican is a

Fall Patterns in Rugs
Now on Display in Our Superior
DAY-LIGHT SHOW ROOMS
¶ We can say without hesitation that this is the choicest line we have ever shown. Best Values, Best Patterns, Best Service, Best Show Rooms. Same can be said of our line of
Come to Elgin
FURNITURE
Find this Store
KIMBALL FURNITURE AND RUG CO.

No. 12

semi-weekly, printed all at home. It bears all the earmarks of thrift and hustle and is particularly high class in editorial work. Presswork is good, too, and a part of the advertisement setting is entirely creditable, as I aim to demonstrate by the showing here of Exhibits 11 and 12.

✣ ✣ ✣

Laying all prejudices, as well as all jokes, aside, anyone who has seen the North Georgia Citizen must agree with me in that it is a most remarkable weekly newspaper. In just what respects the Citizen is remarkable I hope to show during the course of this paragraph. In the first place, it is a seven-column, all-home-printed quarto and contains a minimum of " boiler plate." At first sight one must naturally mistake this great southern newspaper for a daily publication, so like a daily is its typography, whereas it is only a weekly. And such a weekly! Never before do I remember having come across such an array of reading matter in a home weekly. The front page is one great expanse of interesting news stories, headed up and gotten up in strictly modern, I-know-how fashion. The next page is one solid aggregation of correspondence. On the next page appear special feature stories, news stories, etc., and following this comes a positive pageful of highest class editorials, letters from readers, and a very creditable column of light verse by James Wells, under the title of " Life and Laughter." The succeeding page is given over to society notes and short items of news, etc., while the page following this is devoted to horticulture, agriculture, bee-culture, gardening, and all the topics kindred to farming and of interest to rural folk. Following this come two pages full of miscellany, correspondence, special articles, etc. Besides the column of creditable verse by Mr. Wells, which I have found very enjoyable, a regular

We Looked 'em Over
Did we find any better lines than we had?—well not exactly. We would have bought had we done so. A thorough inspection of the Vehicle Factories of the North, made us come home boosting our individual lines more than ever.
We have the Best
that's all there is to it. A new lot of the famous Winona Wagons, steel-bound Hubs, and we can sell you one.
The Dalton Buggy Co.
Telephone 71 - Dalton, Georgia

No. 13

literary feature of this sheet is a column or more of pointed paragraphs of philosophy and wit by C. R. Vance, entitled, " Real Light Stuff," which is among the best things I have ever read in a country weekly. As intimated, the editor's own columns are delightfully high class, too. They are versatile, both in style and subject, now serious, again laughably witty, now as soft and soothing in tenor as the purr of a pet kitten, and again as cruel and piercing as that same pet kitten's sharp little claws. And I am most happy in being able to say that the North Georgia Citizen is up to the mark of perfection not alone in news and literary respects, but it possesses mechanical perfection as well. Each of the eight big pages are beautifully printed, every page absolutely correct in mechanical makeup, measured by the standards of this department, and the ads highly satisfactory in typographical construction (Exhibit 13). Doubtless this sheet's worst defects lie in the typography of its first page, or perhaps it would be more proper to say, the treatment in detail in the mechanical makeup of this first page. For improvement I suggest the substitution of a neat rule for

the machine border now forming the boxes at each end of the title, and the elimination of the bold double head rule. The two lighter-faced head rules should, of course, be retained, one on each side of the date line, which would necessitate the running of the slogan about as it now appears, only directly adjacent to the title, with no rule intervening. The volume, number and price could all be placed at one end of the date line, and the date of the establishment and age of the sheet at the other end. Thus the effect would be ideal. The makeup man would find, where cutting off a double-column scare head from the single column below, to which the

double-column head bears no reference or connection, if he uses a thirteen-em piece of six-point column rule, as a cut-off, and drops a six-point cap O in where the corners of the cut-off and column rules intersect, as a corner piece, the result will be highly pleasing, lending a neat and finished effect. I notice the annual subscription price of this great paper is but $1.00, which is extremely regrettable. If some of the other papers which I have reviewed in this installment are worth from $1.00 to $1.50 per annum, then this Citizen is easily a bargain at $4.00.

* * *

THE PICA

A new order has recently arisen. It originated among men who serve the printing craft, and its objects are for fraternity and service. It came into public notice at the recent United Typothetae Convention in Chicago, as advocating unity, and was still more prominent at the Ohio Cost Congress in Cincinnati. It opened up and exploited the convention by a parade, with the members in uniforms, on the evening of the first day.

Formal closing of the exposition was also signalized by a march through the aisles of the great exposition hall and ceremonies peculiar to the order were carried out. After this the members retired to a nearby room and discussed association, helpful kindliness, charity and other of the grand principles that are today bringing men nearer together in justice and broad patriotism.

The congress was also closed with a peculiar and affecting benediction by the Pica Chief, J. S. McMillan, of Monroe, Mich., who has a great big heart, and who is a successful printer, as well as business man, well up in all the recent methods for betterment and improvement. The Printing Trade News of New York recently gave the following exposition of the order:

The order is composed chiefly of supply men. Supply men are about the first to know of the financial weaknesses of printers. For their own protection and for the general welfare of the industry, angels of Pica might center some effort on the reformation of these weak printers, showing them the only way to better their own condition through a realization of a knowledge of cost of production. If said weak brethren will not act upon friendly counsel there should be no hesitancy whatever in the use of sterner methods. Printerdom will then rise up and call: Blessed be the Noble Order of Pica.

As to the origin of the word Pica. Pica is the name of a genus of oscine passerine birds of the family Corvidae and its sub-family Garrulinae, having an extremely long graduated tail — a magpie. Pica also describes a vitiated appetite, such as that of the magpie. A Pica craves for that

J. S. McMillan, Monroe, Michigan
Chief Noise of "The Pica"

which is unfit for food. One sick with Pica was anointed by the clerics away back in the fifteenth and sixteenth centuries.

The words Pica and Pi or Pie have the same origin, and refer to a "mixed mess" such as a magpie would crave. Pica became associated with type through the alleged illegibility of the old black letter pages, hard to read, harder to understand, and to most people were simply a "mixed mess," or Pie. These pages were set in type of about six lines to the inch, and Pica — the sixth of an inch in printerdom — remains to this day. From this viewpoint the Order of Pica would seem to be somewhat misnamed. And yet again, Pica being the unit from which all other types and typographer's material is measured, it is the standard of measurement in the composing room. Wise heads have now decreed that Pica shall be the standard up to which all printers should measure

Trade Press Associations Hold Annual Convention

MEMBERS of the Trade Press Associations of the United States held their seventh annual convention at the International Hotel, Niagara Falls, September 26 and 27, and those who attended benefited by the excellent program of addresses and discussions. Officers for the ensuing year were elected as follows:

President, H. M. Sweatland, New York City; Vice-President, E. C. Hale, Chicago; Treasurer-Secretary, E. C. Johnson, New York.

St. Louis and Baltimore were mentioned as places for holding the next convention, though decision was left to the incoming officers.

Among the most interesting of the addresses was one by Mr. H. A. Wheeler of Chicago, president of the Chamber of Commerce of the United States, and likewise a member of the Hughes Postal Commission. Mr. Wheeler first described the purpose and plans of the Chamber of Commerce and then, upon special request, gave his opinion of the second class mail problem, analyzed the work of the commission and drew some lightning conclusions.

E. R. Shaw of Chicago, retiring president, made recommendations in his annual address to the delegates that action be taken in opposition to two recently enacted postal laws.

One of these laws is the Bonhart amendment compelling newspapers and some other publications to present statements to the postmaster-general every six months, on October 1 and April 1, showing their circulation for the preceding six months' period, the names of the owners of their stock and bonds and other information under penalty of denial of use of the mails.

The recommendation of President Shaw in respect to this law was not for action looking to the securing of its repeal but, instead, the extension of its scope to include all publications. As it now stands the law exempts religious, temperance, scientific and technical periodicals. The trade papers are not hit by it, but, according to President Shaw, the Federation of Trade Press Association men feel that it is a discriminatory act and should be made to cover all publications.

The other suggestion by President Shaw in his annual address related to the efforts of the Postoffice Department to get Congress to enact a law increasing the postage rates on all periodicals. He recommended that, inasmuch as the reduction in postage in 1885 from two cents to one cent per pound had worked to the very great advantage of the people as a whole, because it had aided in increasing the number of periodicals which in turn had striven to develop the country commercially, a rate of less than one cent a pound on all periodicals should be favored, as it would result in benefit to the whole people.

The convention adopted a resolution in the afternoon which will guide the officers in presentation of the federation's attitude on these laws before the congressional committee investigating the subject of postal rates.

Elbert Hubbard, the sage of East Aurora; Col. J. B. McLean of Toronto and R. C. Jacobson of Chicago, well-known figures in the advertising and trade-paper field, delivered addresses at the reception and informal dinner given the delegates at the International Hotel Thursday evening. H. M. Swetland presided. The addresses dealt with trade subjects.

FOREIGN SHIPMENT OF MILLER SAW TRIMMERS

O. C. Harn, advertising manager of the National Lead Association of New York and president of the National Association of Advertising Managers, addressed the meeting on Trade Journal Ethics and Editorial Policy. Mr. Harn talked at length on the subject of statements given out by publishers regarding circulation. He pointed out the difference between circulation and paid circulation. He also called attention to the fact that all writeups that were paid for should be marked advertising when published.

The Federation of Trade Press Association was founded in Niagara Falls at the International Hotel six years ago. There are now 248 publication members of

the federation. Five associations are represented in its makeup. Besides the regular membership there are 32 individual members, that is, publishers whose places of business are too far distant to allow their representatives to attend the local meetings.

An address by M. C. Robbins, general manager of the David-Williams Company, New York, Friday morning, excited especial interest among the trade journal men. His subject was "Stopping Leaks in Circulation," and is printed elsewhere in this issue.

Among those present were W. H. Taylor of New York, vice-president of the federation; Henry Lee of the Simmons-Boardman Publishing Company, New York, secretary and treasurer; Charles T. Root of New York, chairman of the postal committee; W. J. McDonough, general manager of the Dry Goods Reporter, Chicago; F. J. Trezise, associate editor of the Inland Printer and chief instructor of the I. T. U. course in printing, Chicago; F. R. Davis of the advertising department, General Electric Company, Schenectady; L. C. McQuiston, manager of the publicity department of the Westinghouse Companies, Pittsburgh; Col. J. B. McLean of Toronto, R. C. Jacobson of Chicago, George O. Glavis of the Automobile Trade Journal, Philadelphia; J. M. Hopkins, general manager of Printers' Ink, New York, and various others, prominent in the trade journal circles of this country.

The delegates were given a cordial welcome to Niagara Falls by Conventions Manager O. W. Cutler, Thursday, and Henry G. Lord, of New York, in responding, mentioned the fact of the federation's birth at Niagara Falls six years ago.

A Postal Committee, with Mr. E. R. Shaw as chairman, was selected to thoroughly investigate conditions and to present a plan to the United States Postal Commission looking towards a settlement of the present controversies.

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MILLER PLATEN PRESS FEEDER

The Miller Platen Press Feeder exhibited in Booth 30 attracted widespread attention. This feeder is designed on entirely new lines and performs its functions in a manner that is highly satisfactory. A feature never before applied to a platen press feeder enables the operator to instantly remove the feeder, and use the press for hand-feed if desired. In this the purchaser of a Miller feeder does not sacrifice any utility of his press. Another important feature is the accessibility of the platen for make-ready. To secure this the feeding mechanism is simply swung out of the way, allowing the pressman the same freedom for make-ready to which he has been accustomed in the hand-fed press. The registering device is automatic and positive. A form of ruled lino-tabler matter was printed eight times in succession, the last impression apparently being the only one. As a part of this feeder a motor bracket has been designed to carry the motor for the press and the small air pump for the feeder. The bracket is attached to the press with cotter pins in a belt desired. The Miller Platen Press Feeder handles any kind of stock from onion skin to 4-ply cardboard, any size from a postal to ten by fifteen inches. Operates at any rate of speed allowable by stock and printing surface. At present it is being manufactured in one size only, ten by fifteen inches. It is applicable only to Chandler & Price presses.

✣ ✣ ✣

From the Keystone Type Foundry, Philadelphia, comes one of the most significant catalogues, bearing the title "Keystone Equipment" we have seen for some time. Significant in that it is a display of steel equipment for similar manner to the old style foot treadle. This swinging bracket allows any degree of tension on the drive the printing plant with emphasis for their "expert systematizing service." Steel spells permanency and signifies

THE FIRST PROOF

that we are establishing our business on an efficient, solid basis — not buying for the sheriff to sell.

The difference in space occupied by a perfect equipment involves not only the difference in rent, light and heat for that space but a saving in steps for every workman in the plant. If one compositor can save an hour a day in extra step movements to get at his work, you can save as many dollars a day as you have compositors.

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A NOTABLE EXHIBIT

At the second Middle Atlantic States Cost Congress, held at Carnegie Lyceum, New York City, October 1 and 2, there was exhibited by the Merganthaler Linotype Company two fully equipped multiple magazine linotypes — a quick change Model No. 8, three-magazine machine, and a quick change Model 9, four-magazine machine. Both machines were kept in continuous operation, and their flexibility and versatility demonstrated to the satisfaction of everyone who saw them.

Faces, bodies, and measures were constantly being changed for the benefit of interested spectators, and the ease with which the changes were made was a revelation to those who saw these new models of linotypes for the first time. Judging from the interest displayed on the part of visiting printers who crowded around the machines throughout the two days' sessions, the multiple machine idea must have made a hit with them.

WETTER
TYPE-HIGH NUMBERING MACHINE
Sold at Right Prices by All Type Founders and Dealers
Wetter Numbering Machine Company 343 Classon Avenue, Brooklyn, New York, U. S. A.

NOVEMBER

The First Snow Fall

CLOSING OF THE FIRST QUARTER OF A CENTURY

ITH the December issue, the National Printer-Journalist completes the first twenty-five years of its publication. It is designed to make the issue a Silver Anniversary number. Kind views by its friends as to the paper's work and all the possibilities are asked. All readers and advertisers are respectfully requested to contribute.

Commendation and good wishes will be blushingly and gratefully accepted and criticisms will be alike welcome

Two New Departments—Six Prizes Each Month

The National Printer-Journalist takes pleasure in announcing the establishment of two unique departments, with monthly prize contests.

This is a new departure and it is confidently believed that the members of the printing fraternity in America will respond readily and give their hearty support.

BUSINESS SUCCESS TODAY

Comes through Knowledge, System, Efficiency, Co-operation, Opportunity, and Service.

A journal devoted to your calling, gives all up-to-date information with regard thereto and improvements therein; tells of all the constantly improving systems of management, cost-finding, price-charging, of efficiency, co-operation and correct service, points the way to opportunity, besides giving the experiences, views and conclusions of the most successful and progressive and the efforts of organizations for the advancement, improvement and upbuilding of the calling.

The National Printer-Journalist contains information from month to month which, if applied, will produce an actual dollars' and cents' benefit. It is practical rather than technical and seeks to instruct and help to better methods.

Departments of suggestion and expert advice in a single issue of the magazine have often been declared, by readers, to be worth several times the cost of the magazine per year.

Prizes aggregating $35.00 in value were offered in the August number of the N. P.-J. to stimulate competition among printers and to promote their efficiency.

EXTRACTS FROM RECENT INDORSEMENTS OF THE NATIONAL PRINTER-JOURNALIST, FROM NORTH, EAST, SOUTH AND WEST.

"It would be like trying to keep house without a wife, without your journal in our shop."
THE TYLER STAR, Middlebourne, W. Va.

"The National Printer-Journalist is a very satisfying publication, and helpful to those who want to stay on the Progress-Chariot."
NEWS-JOURNAL, New Castle, Wyo.

"We find this journal very valuable."
F. T. WIMBLE & CO., Sydney, Australia.

"Your campaign in favor of the cost system is just what the average printer needs."
H. F. WILCOX, Index, Wash.

"My foreman expresses the opinion to me that each issue is worth the year's price of subscription."
SAM P. HARBEN, Richardson, Tex.

"I'd rather sacrifice a good turkey dinner, than one issue of the National Printer-Journalist."
W. S. DRESSLER, Camden, N. J.

"I am always interested in the contents of the National Printer-Journalist and am glad each month to have the opportunity of noticing the spirit and enterprise displayed by our friends on your side of the Atlantic."
G. F. GRATWICKE,
Devon and Exeter Gazette, Exeter, England.

"I have pleasure in stating that the National Printer-Journalist is read with a considerable amount of interest by our heads of departments. I find it full of information worth having."
P. SELIG, Christchurch, New Zealand,
President Master Printers' Association and also of Newspaper Proprietors' Association of New Zealand.

National Printer-Journalist, 4618 Ravenswood Park, Chicago, Ill.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reachthis office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12 pt. matrices, Rogers Tabular Attachment. Address "Bargain," care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago.

FOR SALE—21x28 Cranston pony, in good condition. Red Wing Printing Co., Red Wing, Minn. tf

Bargains in Printing Presses
FOR SALE

FOR SALE—A GOOD MIEHLE PRESS, 53-INCH size, two-roller with table distribution, combination delivery with jogger, also slitter attachment, now running in a Wisconsin town. Must sell at once to make room for Goss Comet web press. A snap for someone. Address The Goss Printing Press Company, 1 Madison Avenue., New York, N. Y., or Sixteenth Street and Ashland Avenue, Chicago, Ill.

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20-24 pages. Overhauled and rebuilt. Will sell at very low price. THE GOSS PRINTING PRESS CO., CHICAGO ILL.

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24-28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

WANTED SALESMAN—Selling printers on commission to handle Riessner's Gold Ink as a side line. Address T. Riessner, 57 Gold Street, New York City.

Read by British and Colonial Printers the World Over

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2 per Annum, post free. **Specimen Copy sent on receipt of 35 Cents**

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, De Montfort Press
LONDON, Thanet House, 231 Strand, W. C.

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz with extra tongues.

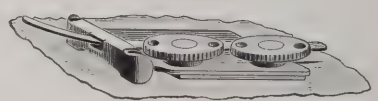
Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency Method of attaching does not interfere with raising tympan

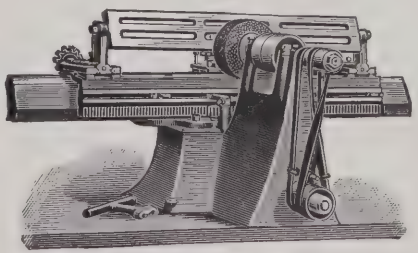
Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York
From us or your dealer. *Free Booklets.*

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1 25 set of 3 with extra tongues.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

When
You Need
Engravings
FOR ADVERTISEMENTS,
YOUR PAPER, LETTER HEADS,
OR BOOK ILLUSTRATIONS,
Remember and

"WRITE TO
SANDERS
ST. LOUIS"

ENGRAVINGS
BY EVERY MODERN METHOD
WE ISSUE SPECIAL SPECIMEN BOOKS
SHOWING WORK BY THE DIFFERENT PROCESSES.
TELL US WHAT YOU ARE FIGURING ON AND
WE WILL SEND SPECIMENS WITH PRICES
Sanders
Engraving Co.
ST. LOUIS
MO.

THE PRINTERS' BOOK STORE

The man who wins is the man who knows, and the man who knows is the man who reads. The books written on printing and related industries are teeming with money-making information. The best list of

BOOKS AND UTILITIES FOR THE TRADE

is published by *the Inland Printer Company*. This catalogue gives titles of books, prices and tables of contents of publications dealing with following departments:

Advertising
Bookbinding
Composing-room
Drawing and Illustrating
Electrotyping and Stereotyping
Estimating and Accounting
Lithography
Machine Composition
Miscellaneous
Newspaper Work
Presswork
Process Engraving
Proofreading

These books contain efficiency information covering all branches from newspaper work and business management to the care of rollers. Send for the catalogue—a postal will get it.

You should have *the Inland Printer* in your office. It is the world's leading printing-trade journal. It costs $3 a year and is worth $30. $1.50 for six months or $1 for four months. Take it on trial and see how it helps.

The Inland Printer Company
632 Sherman St., Chicago

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler, Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 42 W. 125th St. New York

Buy This Book
The Practical Printer

By Henry G. Bishop

Contains instructive information on all the various parts of the printing business, with diagrams of imposition and useful tables. "A book of instruction for beginners, a book of reference for the more advanced." 4th edition. 200 pages. Cloth, $1.00

National Printer - Journalist
Station X - - CHICAGO

Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo tc 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER - JOURNALIST
STATION X - - CHICAGO

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Wetter Numbering Machine Co..793

IS YOUR TIME MONEY?

"Most assuredly!" you answer. Have you ever stopped to consider and realize the value of **your** time spent in producing the desired finished result from the Engravings which you purchase or have delivered to you by a customer for printing a job? If you have, your experience has been the usual one of, finding that it pays in the long run to buy high grade Engravings for their better printing quality, though their initial cost may have seemed—high.

Our ***Quality-Service*** (the result of twenty-three years experience) furnishes the *method, treatment, grade* and *finish* best adapted to give the desired results at the minimum expenditure of time and effort on **your** part to the most economical advantage.

Send for Specimen Portfolio No. 7

—Established 1889—

GATCHEL and MANNING

DESIGNERS and ENGRAVERS
in ONE or MORE COLORS

Sixth and Chestnut Streets
(Opposite Old Independence Hall)

PHILADELPHIA

This Highlight border, in combination with type, shows what admirable two tone effects can be obtained with one printing

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

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Kenton Place above Sansom Street
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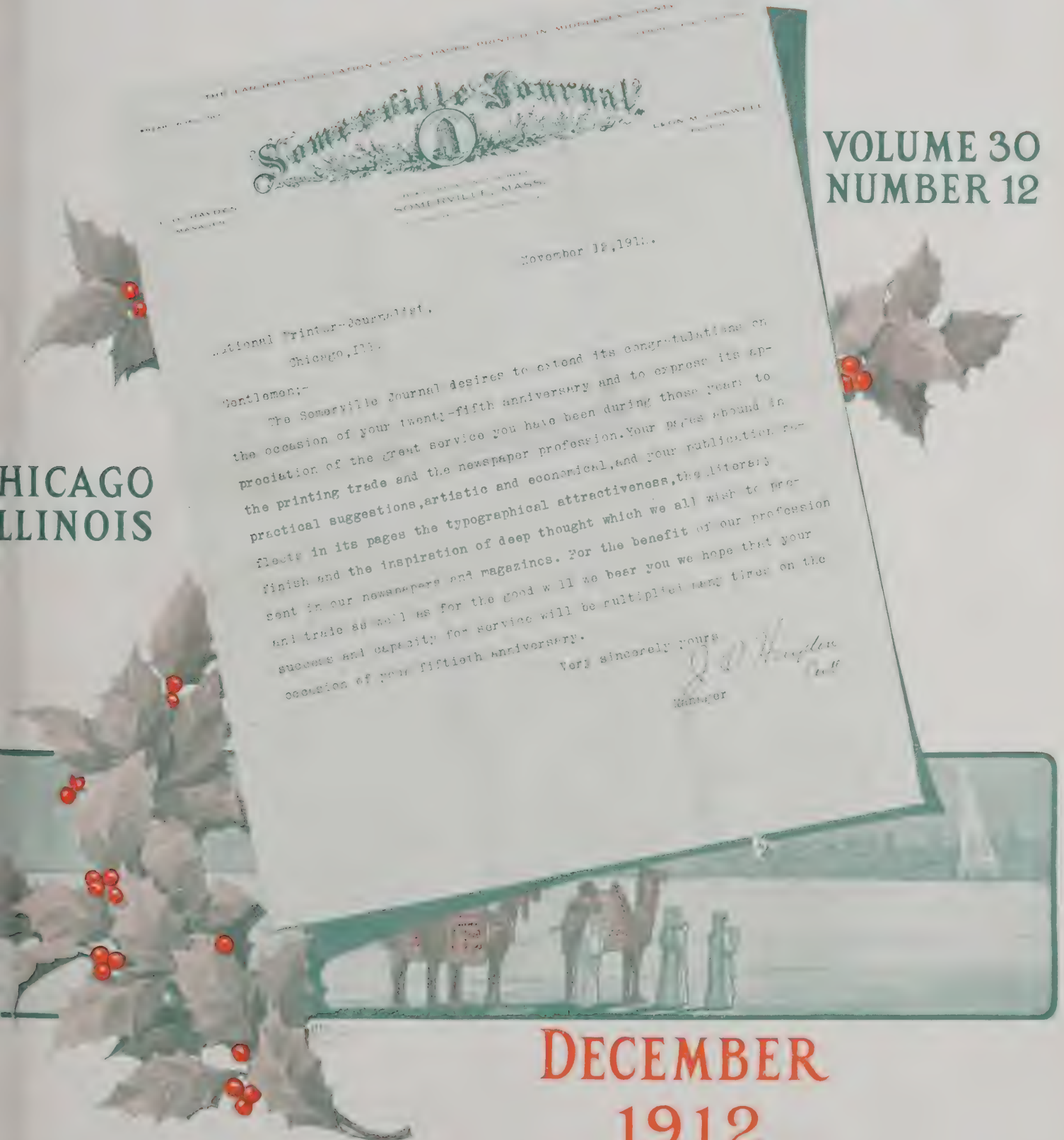
The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

NATIONAL PRINTER-JOURNALIST

Twenty Fifth Anniversary


Somerville Journal
SOMERVILLE, MASS.
November 12,1912.
National Printer-Journalist,
Chicago,Ill.
Gentlemen:-
The Somerville Journal desires to extend its congratulations on
the occasion of your twenty-fifth anniversary and to express its ap-
preciation of the great service you have been during those years to
the printing trade and the newspaper profession.Your pages abound in
practical suggestions,artistic and economical,and your publication re-
flects in its pages the typographical attractiveness,the literary
finish and the inspiration of deep thought which we all wish to pre-
sent in our newspapers and magazines. For the benefit of our profession
and trade as well as for the good will we bear you we hope that your
success and capacity for service will be multiplied many times on the
occasion of your fiftieth anniversary.
Very sincerely yours
Manager

VOLUME 30
NUMBER 12

CHICAGO
ILLINOIS

DECEMBER
1912

H. D. ROOSEN COMPANY

Manufacturers of Printing and Lithographing Inks
of the Highest Quality

Main office and works:

Brooklyn, N. Y.

BRANCHES IN ALL THE PRINCIPAL CITIES

Satisfaction
All Ways Always

PAPER

The best equipment in your establishment does you no particle of good unless you use it. Just so the best line of Bond Paper does not add to your list of satisfied customers, nor increase your profits, unless you purchase of it. On the contrary, it is quite likely to have a derogatory effect.

There is no demand too exacting to be satisfactorily supplied from our line. The assortment is complete in quality and price — there is a bond for every purpose. If you will measure values you will buy "Butler Brands." Write for samples and prices.

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Ambassador Bond
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Established 1844, CHICAGO

The Firm of Practical Men

The C. I. Johnson Mfg. Co. is the only firm of practical men in the Northwest handling printing machinery. By the term Practical Men, is meant the ability to take down and erect and rebuild any machine or machinery used in the printing business. That is what three out of four of the members of this firm can do.

When the owners, the men at the head of the business, are practical men in their line, does it not seem reasonable that they will see that machines are right before delivering them, when these men know from their own knowledge whether a machine is properly rebuilt, not having to rely on some other party's word or opinion?

Are not practical men apt to know what is needed to fill your requirements and to deliver what you want and what you expect? Are not practical men likely to be careful when they buy machines and buy only those which they know from their own knowledge can be rebuilt properly?

The personnel of the C. I. Johnson Mfg. Co. is composed of practical men, and when they say that a machine is ready to be shipped and to do the work as it ever did, in the hands of competent workmen, the purchaser knows that he is getting what he bought.

Send for latest "Big List of Johnsonized Machinery," giving descriptions and prices on fifty-five rebuilt cylinder preses and ninety-nine rebuilt miscellaneous machines, most of them now in stock.

More than 500 Johnsonized Cylinder Presses in Use

C. I. JOHNSON MFG. CO.

"THE FIRM OF PRACTICAL MEN"

HANSEN TYPE St. Paul, Minnesota

SET IN CASLON FULL FACE GRAY TONE RULE BORDER

IT WILL COST YOU NOTHING

We will sell you a

MODEL 10

Single-Magazine, Two-Letter

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Model 10

Single-Magazine Two-Letter

LINOTYPE

$2,250

On terms that will enable you to pay for it through saving in cost of composition and larger profits from increased business.

The Model 10 sets faces from 5 to 11 point inclusive, in lines from 4 to 30 ems, either solid or leaded. It uses Standard Linotype matrices and has a quick change magazine. Ease of operation and simplicity of construction especially adapt it to the needs of the smaller printers and publishers.

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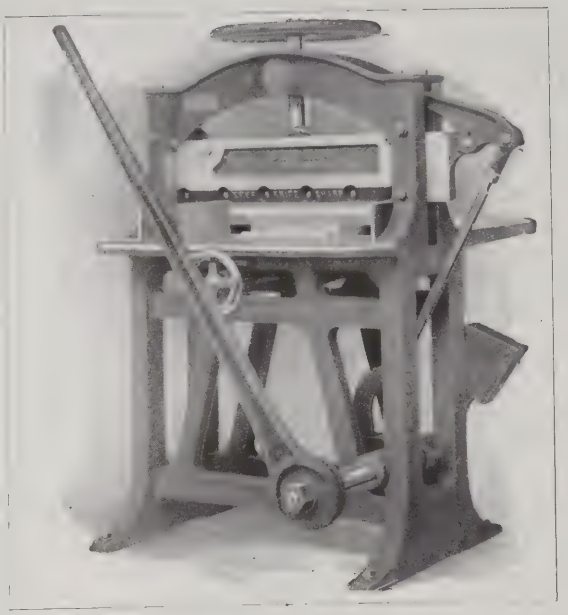
SOUTHERN EUROPE, AFRICA, AND THE FAR EAST: Linotype and Machinery, Limited, London, England.



The New Toggled Oswego Lever

CUTS LIKE CHEESE AND DOES NOT RACK YOUR BACK

(Patent Pending)

A new device on *Oswego* Cutters that makes the final cut a pleasure.

No jumping on the lever to get the knife 'way down.

Note the new straight girders, taking all the strain direct against the frames.

No bellied table to gouge the cut.

No knife-bolt slots to waste your time adjusting.

Just the cleanest, quickest, strongest, handsomest Lever Cutting machine that over a third of a century's experience and work along this one line of cutters is able to produce.

This pictures only one of the ninety sizes and styles of the *Oswego* and *Brown & Carver* and *Ontario* cutters that are made at Oswego as a specialty. Each Oswego-made cutter, from the little 16-inch Oswego Bench Cutter up to the large 7-ton *Oswego Auto Rapid Production* Cutter, has at least three points of excellence on Oswego Cutters only. Ask about the Vertical Stroke Attachments for cutting shapes.

It will give us pleasure to receive your request for our New Book No. 8, containing valuable information. Won't you give us that pleasure?

OSWEGO MACHINE WORKS

NIEL GRAY, JR., PROPR.

MAIN OFFICE AND WORKS: OSWEGO, N.Y.

Want to Make Money?

Then use money making equipment—equipment that eliminates waste at every turn—that cuts out all unnecessary labor—that not only makes it possible, but *easy* to turn out more and better work—equipment that reduces your costs to the lowest possible point and that extracts *all* the profit—the very last penny—out of your work. The best and surest way to do this is to

Use

Rouse Time Savers

for Printers

Lead and Rule Cutters	Mitering Machine
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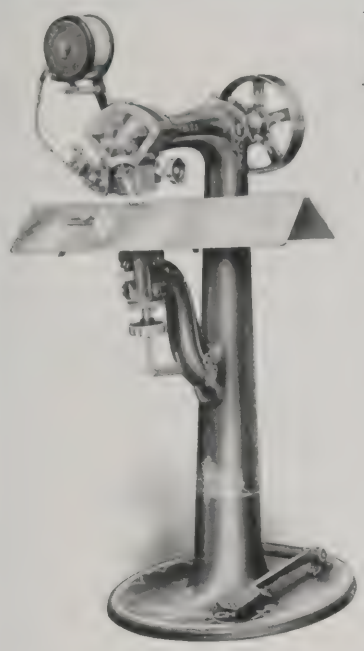
Each the Best of Its Kind

H. B. Rouse & Company

Chicago, U. S. A.



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For Pamphlet Work
Use the Little Monitors

Nos. 1 to 2½ No. 30 Wire and a Perfect Staple

Features:

No. 2½—Flat and saddle work.
Capacity, 2 sheets to ¼-inch.
Uses wire No. 25 to 30 round.

No. 2—Flat and saddle work.
Capacity, 2 sheets to ⅜-inch.
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We are the people who make the **LARGEST** wire stitcher in the world—2 inches. Also Monitor Hard Die Perforators, Punching Machines, Paging and Numbering Machines, Embossers, Creasers and Scorers, Job Backers, Standing Presses, etc. We furnish complete bindery outfits—write us for estimates. ***5000 Monitor Wire Stitchers now in use.***

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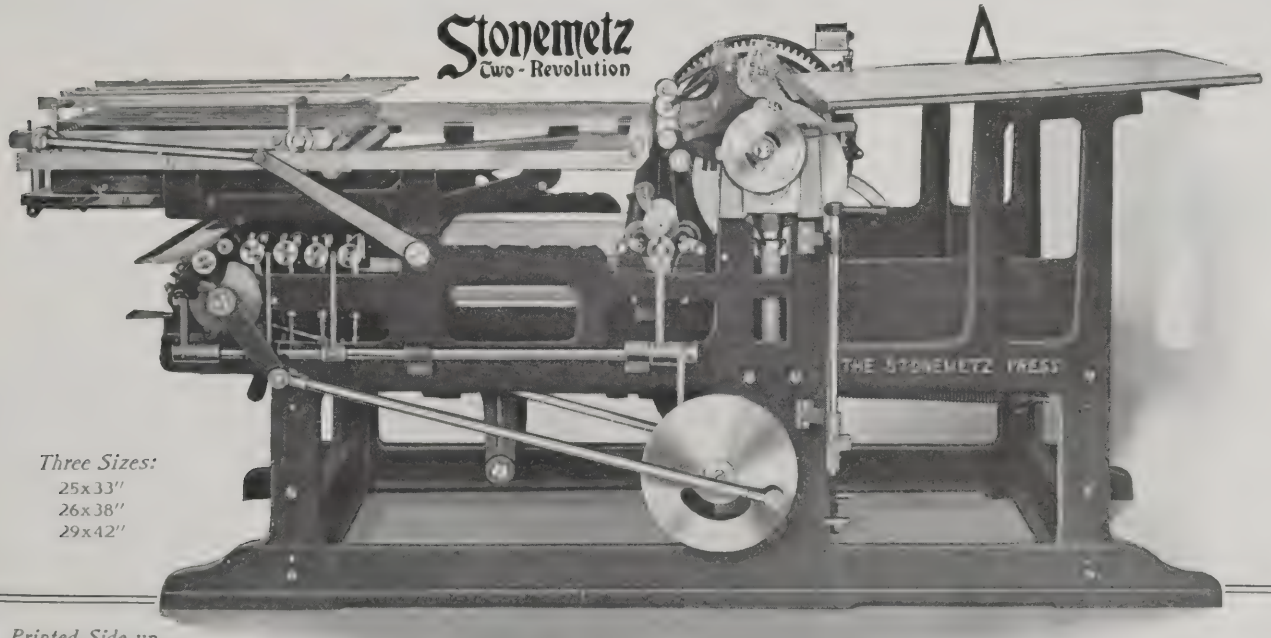

Three Sizes:
25x33″
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Printed-Side-up or Printed-side-Down Delivery.

EXCEPTIONAL Strength of Impression, Perfect Register, Splendid Ink Distribution, Unfailing Sheet Delivery and an Easy, Quiet Movement at High Speed that is truly remarkable. Write for descriptive booklet, samples of work and other interesting *STONEMETZ* literature—free for the asking.

The Challenge Machinery Company

Grand Haven, Michigan
124 So. Fifth Ave., Chicago

The Goal

has changed since the chariot-driver contested for Royal favor.

Yet the qualities which enabled the driver of those days to win are the qualities we are using today to win business. The race is no less spectacular because it employs brains instead of chariots.

The best that his horses and equipment could do under the most favorable circumstances—that was all the driver could ask.

This is the standard which BARNES-CROSBY COMPANY sets for itself—*the making of illustrations and printing plates which will give you the greatest service in the race against competion.* To do this we operate our Chicago plant day and night—employ a staff of over a hundred artists, and have extended our organization until it touches almost every great commercial center. These are the facilities we place at your command.

Write for our latest collection of designs

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Artists — Engravers — Catalog
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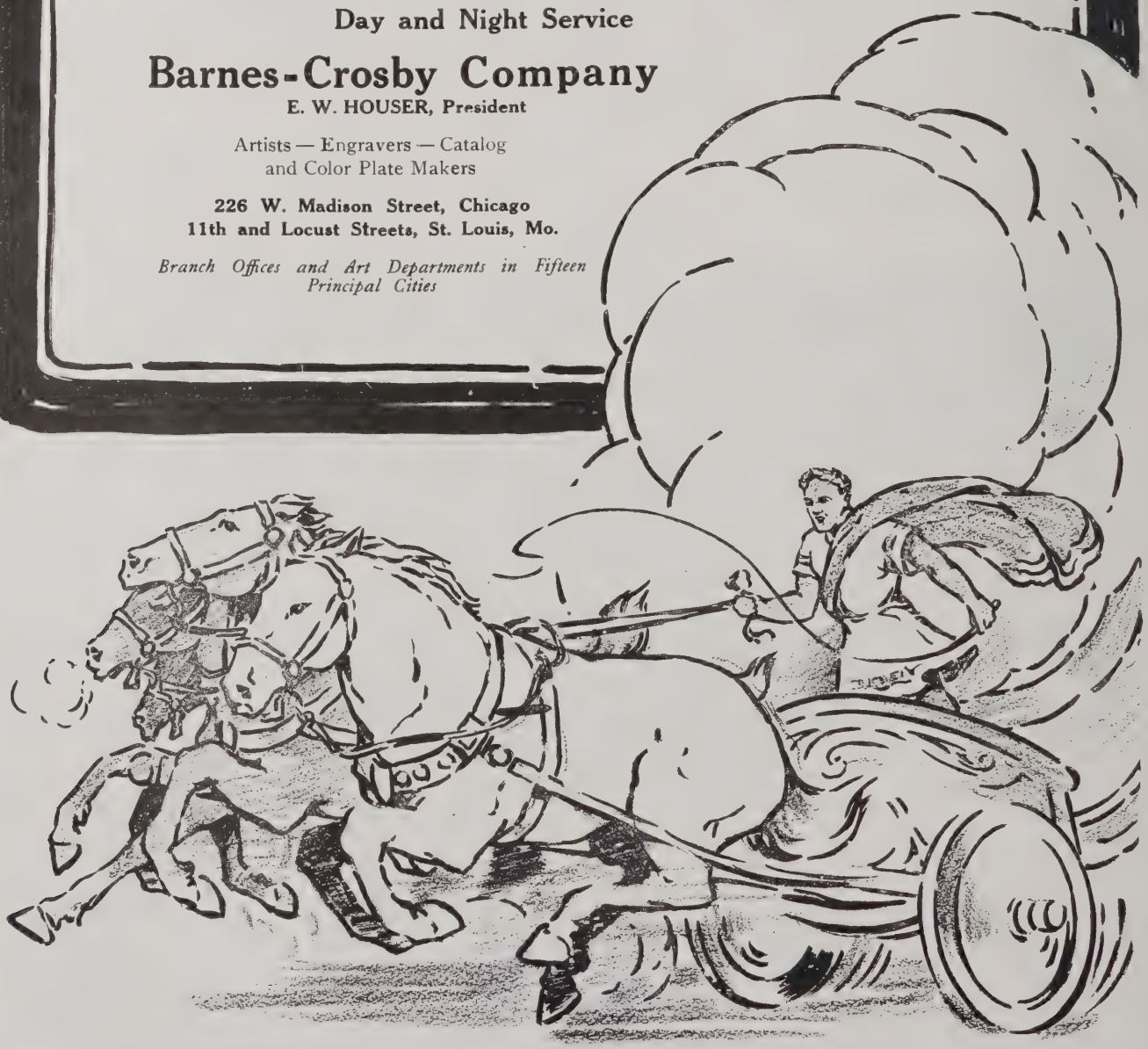
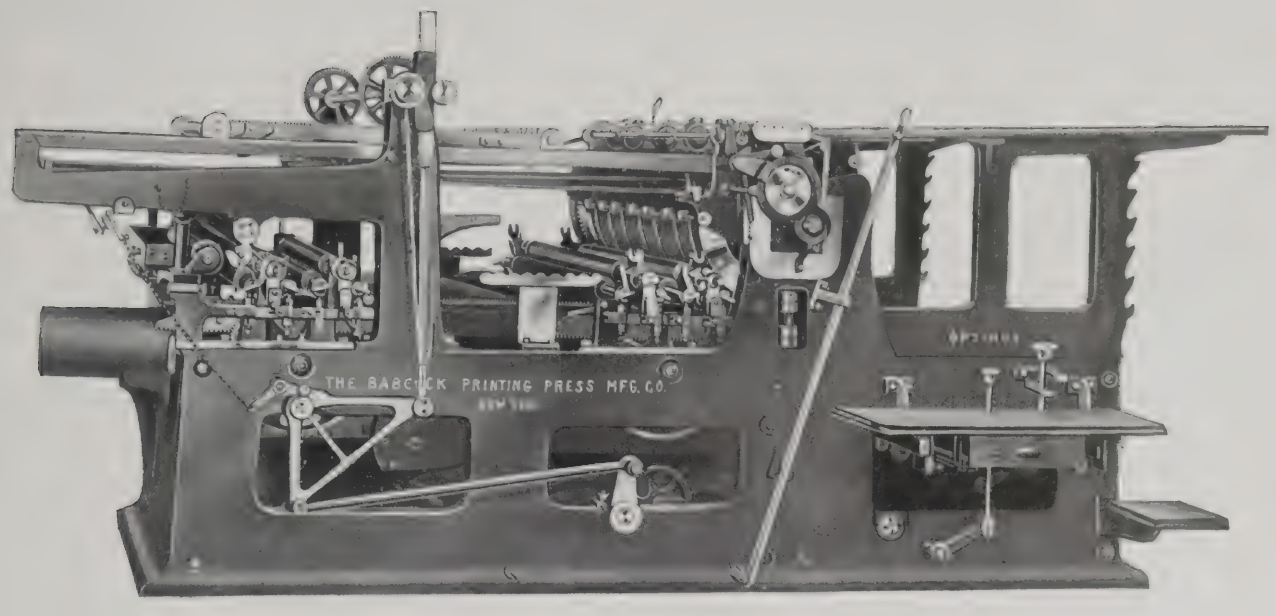
Branch Offices and Art Departments in Fifteen Principal Cities





THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Winnipeg

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS WASHINGTON D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus

The Babcock Optimus

A firm of printers' machinists told us that business was good. "But let us tell you that we are under little obligation to you for it. There are as many Babcock presses in this town as of any one of the others; but the machinist gets nothing out of them. If all the presses were Babcocks, we'd go out of business. We keep going in pretty good shape, though.

"There's another thing or two. The high grade material in your machines is better than we are accustomed to find. Our drills tell us this incontestably. It's a pleasure to work stuff from the Babcock shops. Why do you? You can cheapen your machines considerably if you make a low-grade mix for your castings, and take less pains in fitting and finish; it's done right along."

That is what the repair man says. Does it mean anything to you? It does to us, and makes us proud; for we know it to be an honest recognition of honest materials and expert manufacturing by specialized labor.

This is what a western publishing house, with twelve or more Optimus presses, says of them in use:

"We set a new Optimus beside a new — of the same size; both were running on the same class of work, much of the time on identical forms. The superiority of the Optimus was apparent from the outset, and has continued. It was quicker in make-ready; easier in its wear on forms; much more rigid under impression; retained adjustment perfectly, in marked contrast with the other; ran at high speed much more smoothly and evenly, avoiding trouble with the automatic feed; and at a time when repair bills on the — had amounted to a figure approaching the unreasonable, the repair cost on the Optimus had not been one cent. Up to the present the original Optimus, put in ten years ago, has cost nothing. We have bought none but Optimus presses since, and all perform equally well."

Wouldn't you be proud, too, if you had such machines?

If you think of buying a small two-revolution, ask about the No. 43 Optimus for a 25x38 sheet, or the No. 35, for 22x32. Each prints its sheet with *half-inch margins.*

SET IN AUTHORS ROMAN

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
DRAWINGS
HALFTONES
ZINC ETCHINGS
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COLOR PLATES
NICKEL-STEEL
ELECTROTYPES

THE HOME OF THE
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WHAT WESEL MAKES

for Publishers and Printers

Steam and Electric Pneumatic Matrix Drying Tables
Stereotype Chases
Casting Boxes
Matrix Tissue Holders
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Composing Room Furniture
Imposing Tables
Suspended Running Boards
Linotype Saws
Electric Proof Presses
Brass Rule

and the many other items that go to make up complete equipment for Composing and Stereotype departments.

Ask about our Steel Column Rules

F. WESEL MANUFACTURING CO.

Printers' and Platemakers' Equipment

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Efficiency Plants

The Efficiency Department of the American Type Founders Company furnishes SCIENTIFIC LAYOUTS of Printing Plants, including every Department for Plate-making.

Let Us PROVE to You that We Can INCREASE your PROFITS

Value

Is the basis of a Real Bargain

Quality

Is the basis of Real Value

Permanency

Is an essential attribute of Real Quality

Efficiency

Welds Value, Quality and Permanency into Veritable Economy

Most large Composing Rooms are the results of *Accretion*, and have developed without system, as business increased. Thus inefficiency intrudes even under the most Successful Management. In the great majority of plants it is possible to Save Floor Space, Increase Output, Reduce Expenses and Increase Profits.

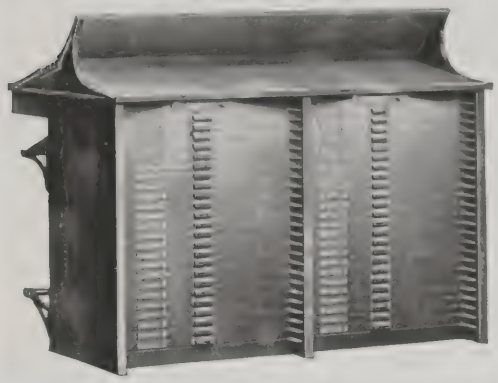
Start Right with the New Plants and Re-Locate the Old Plants on our Scientific Efficiency Lines

American Type Founders Co.

American Steel Cabinet

No. 554

DESIGNED BY M. M. DANIELS, EFFICIENCY EXPERT, AND MANAGER OF THE CLEVELAND BRANCH OF AMERICAN TYPE FOUNDERS COMPANY

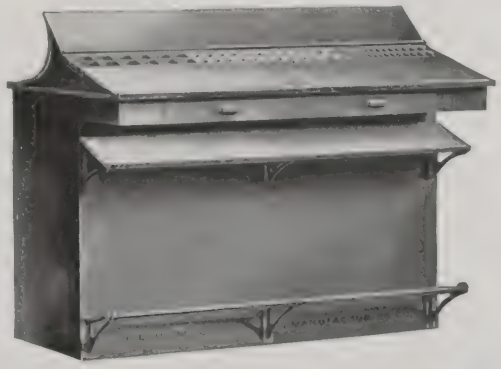


Case Side, with Auxiliary Bank, 18x70 inches. Has 48 full-size California Job Cases, each with steel front protector and brass pull. Extras: Electric lights over each tier, each controlled by separate switch; brass label holders; number tacks.

All-Steel Equipments

Things in Steel once bought are finally bought—the cost of "Upkeep" and the factor of "Depreciation" are negligible.

The American Type Founders Company offers for sale at all its branches Steel Printing Plant Equipments superior to any heretofore made, not only in that every piece is designed to give Maximum Efficiency and occupy the least space, but also that the Materials, Method of Construction, Durability, Stability and Finish are superlatively good.



Working Side, with Working Bank and two Auxiliary Banks, and two ample Copy Drawers. The Working Bank is recessed to hold cases containing justifying materials, such as leads, copper thin spaces, etc., which are flush with bank. The steel foot rail is extra, if required.

American Type Founders Co.

SET IN MEMBERS OF THE BODONI FAMILY LINEAR BORDER NO. 2

WANNER
MACHINERY CO.
A. F. WANNER PROP.

Swink Cylinder Presses, Golding Job Presses,
Chandler & Price Machinery,
Hamilton Wood Goods,
Allen Vibrator, Challenge Machinery.
Special Machinery for Press Rooms.

MACHINERY FOR PRINTERS

Automatic Machines—Toledo Web, Falcon.
Jobbers—Chandler & Price, Golding, Gally Universal.
Cutters—Chandler & Price, Diamond, National.
Stitchers and Punches—Monitor, Southworth.
Perforators—National, Monitor, Burton.
Proof Presses—Vandercook, Potter.
Blocks—Challenge, Rouse, Wesel, Meisel, Wilson.
Motors—Crocker-Wheeler, Kimble.
Folders—Omaha, Mentge's, Anderson, Brown.
Wood Goods, Wood Type—Hamilton Composing Room Furniture.
Vibrator—Allen Job Press Vibrator.

WANNER MACHINERY CO.
A. F. WANNER, Proprietor
703 S. Dearborn St., CHICAGO

FRED'K H. LEVEY, President
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ESTABLISHED 1874

NEW YORK, 59 Beekman St.
SAN FRANCISCO, 633 Battery St.
CHICAGO, 357 Dearborn St.
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Insurance Policy Black

This Ink is intended for such classes of mercantile work as Insurance Policies, Book Headings, Etc., where hard paper is used, and a quick drying Ink is necessary. It does not dry on the rollers or skin in the fountain. Has been in use for over thirty years.

FRED'K H. LEVEY COMPANY
59 Beekman St. NEW YORK

Wire Stitcher Simplicity

The Boston Stitcher's strong point and through which it greatly excels any kindred machine ever offered the trade. * * *

One adjustment

(turning the hand wheel) regulates all parts—absolutely, surely, safely. * * * No guesswork, no experimenting, no long and short clinch. * * * The Boston Stitcher regulates the length of wire automatically—perfectly. * * * If you have not had wire stitcher experience the only safe purchase is a Boston Stitcher. * * * If you are operating old-line stitchers, investigate and you will become a user of Boston Stitchers.

American Type Founders Co.

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

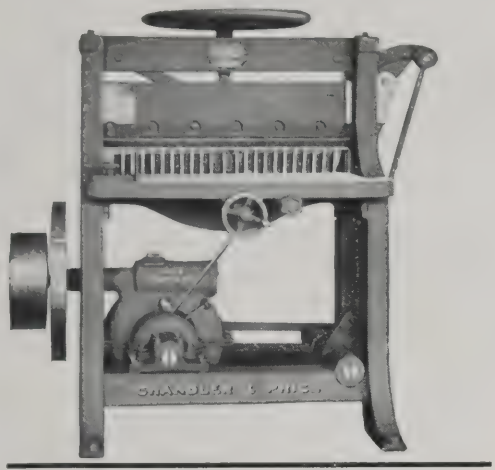
It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN' N. J.
Progress Typewriter Supply Co., Ltd., London, England, European Agents



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CHANDLER & PRICE POWER PAPER CUTTER

is simple in construction and is a compact and powerful machine. The ample table and deep throat permit handling large lifts of full sized sheets. The frames and braces are of unusual strength and will not spring under strain of heaviest cuts. The power mechanism comprises the worm and gear drive, the most powerful known in mechanics, and the mechanism is encased and placed beneath the table free from dirt and dust and out of the operator's way. This cutter will prove valuable in any plant, but is especially recommended for medium sized shops. Install a Chandler & Price Power Cutter.

MADE IN THREE SIZES:

30 in. cuts and squares stock up to 30 in.
32 " " " " " " " 32 in.
34 " " " " " " " 34 in.

CUTTER ACHIEVEMENTS

The Chandler & Price Company's notable success in the manufacture of platen presses has been an incentive to produce the Power and Lever Paper Cutters described here. The best material and workmanship and closest attention to mechanical details and work required of these machines has been kept in mind in their manufacture. The result has been successful machines and satisfied users. Read the descriptions and write us for further particulars which will be gladly furnished.

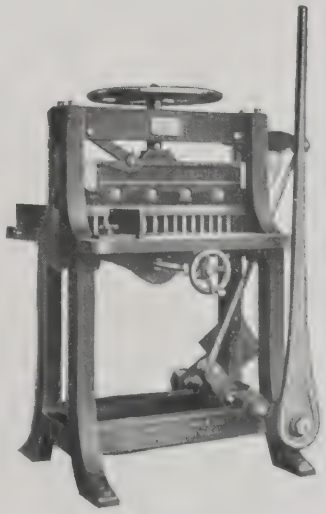
THE CHANDLER & PRICE COMPANY
CLEVELAND, OHIO

CHANDLER & PRICE LEVER PAPER CUTTER

accomplishes everything on a lever cutter with the newest parts and the utmost simplicity of mechanism. C. & P. Lever Cutters being from two to three hundred pounds heavier than other makes of cutters of same size, are able to withstand greater strains and will not spring under heaviest cuts. A deep throat and ample table permits handling large size sheets. The lever and weight are adjustable to suit operator. Large clamp wheel makes clamping easy. Over five thousand of these machines have been sold and are giving satisfaction. Install this thoroughly reliable Lever Cutter.

MADE IN THREE SIZES:

23 incuts and squares stock up to 23 in.
26 " " " " " " " 26 in.
30 " " " " " " " 30 in.



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Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE

NOW AVAILABLE IN WOOD OR STEEL

Practicability or Utility, Good Material and Proper Construction combined make good furniture. Hamilton Steel Furniture has incorporated in it all of these good and essential features.

Practicability or Utility.— Thirty years in the manufacture of printers' furniture have given us the benefit of not only our own ideas, but of most thinking printers of the country as well. Our reputation for good practical furniture made in these many years will be a sufficient guarantee to most printers of the excellence of our steel furniture.

Material — It has always been our policy to use nothing but the best of woods for the purpose in our wood furniture, and the same is true of the steel used in our steel furniture. There are only a few mills in the country producing steel that answers our specifications, namely — patent leveled, full cold rolled, pickled and annealed. Patent leveling gives a sheet that is flat; pickling removes impurities that would be likely to cause rust under the enamel, and annealing makes it work properly in the forming presses without cracking or breaking.

Construction. — This is one of our strongest points. In building up a fabric of steel for our cabinets we have been aided not only by our knowledge of the requirements of printers' furniture, but by the most expert steel workers obtainable — men who have spent a lifetime in the manufacture of steel furniture. Space does not permit a detailed explanation of our construction at this time. However, we will show same in a series of advertisements in the trade papers commencing in the February, 1913, issues. It will pay you to read these ads.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpariels, mailed free to every inquiring printer

WE ARE PIONEERS

in the manufacture of a hundred printing office specialties and particularly of

STEEL COMPOSING ROOM FURNITURE

Every month since we began making it has seen some improvement, some increased convenience, some money-making idea added to the product. We are in the front rank leaving our dust behind. This furniture is constructed along the same lines as the modern steel building. Conservatively we believe, the use of our specialties will cut off 10 to 15% of the cost of producing printed matter. Some say 20 to 25%. With your cost system you need that 10 to 25% of saving. Consult us and we'll engineer the matter for you. We will be glad to show you even if you are from Joplin.

We sell TYPE too—hundreds of tons a year.

Barnhart Brothers & Spindler

CHICAGO
ST. LOUIS
OMAHA

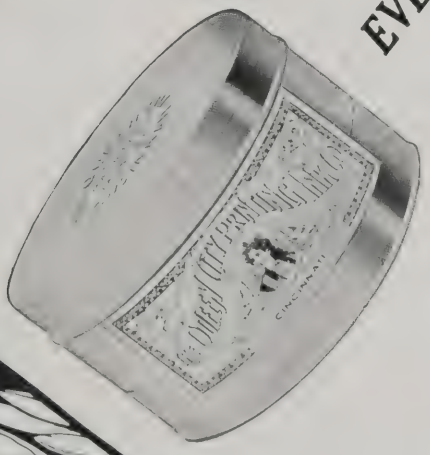
NEW YORK
DALLAS
ST. PAUL

WASHINGTON
KANSAS CITY
SEATTLE

ESTABLISHED

1860

COVERS EVERY POINT



THE QUEEN CITY PRINTING INK CO.

CINCINNATI CHICAGO BOSTON
PHILADELPHIA KANSAS CITY
MINNEAPOLIS DALLAS ROCHESTER
DETROIT

Queen City Inks .. Cause ..
That Pleased Expression

Wanted!

Publishers, Printers, Bookbinders, Lithographers
Advertising Men, Business People
to Boost and Attend the

Big National Exposition

of Printing, Lithographing and
Bookbinding Machinery, Advertising
Publishing and All Allied Lines

at the

New Grand Central Palace, New York City
April 19th to 26th, 1913

Coincident with the American Newspaper Publishers' Association and Associated Press Conventions and with the co-operation of the Typothetae and the various Organizations, Leagues, Clubs, Boards of Trade, Etc., affiliated with the above industries.

Attend this show---familiarize yourself with the latest appliances and methods necessary to your business—*modernize your plant and offices.* We will send you tickets of admission free of charge. Write today to

Harry A. Cochrane, President,
200 Fifth Avenue, New York (at 23rd Street)
Telephone Gramercy 724

SPECIAL! ***Machinery and Supply Manufacturers:***—**For exhibit space rates and other particulars apply direct to management. Phone Gramercy 724. HARRY COCHRANE, President.**

SEE OPPOSITE PAGE →

The Greatest Show Building on Earth

THIS SHOW HAS BEEN OFFICIALLY ENDORSED BY THE NEW YORK MASTER PRINTERS' ASSOCIATION

FOR PARTICULARS ABOUT SPACE ETC., IN THIS EXPOSITION ADDRESS HARRY A. COCHRANE, PRESIDENT, 200 FIFTH AVE. N. Y. CITY PHONE GRAMERCY 724

Right Near the Grand Central Depot

The New Grand Central Palace, New York

where the Big National Printing, Publishing, Advertising and Allied Trades Exhibit will be held A.N.P.A. Week, April 19 to 26, 1913

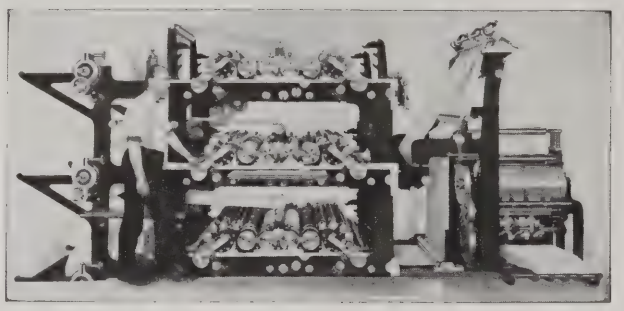
A magnificent, up-to-date building, made of steel and concrete on the interior and carved stone on the exterior—a massive, imposing, fire-proof structure, put up exclusively for trade Exposition purposes, and where the Automobile, Electrical, International Rubber and other Expositions are held annually.

SEE OPPOSITE PAGE

DUPLEX TUBULAR-PLATE PRESS

MORE BEING SOLD THAN OF ALL COMPETING MACHINES COMBINED

SINGLE PLATE
BOOK FOLD
FULL SPEED
for
ALL
PRODUCTS



ANY NUMBER
of PAGES by
TWOS. NO
COLLECTING or
HALF SPEED
CYLINDERS

12 PAGE DUPLEX TUBULAR-PLATE PRESS
WITH SELF-CONTAINED PAPER HOIST

OUR CUSTOMERS WRITE OUR ADS

"From the very start our Tubular-Plate Duplex has run as absolutely perfect as anything in the machine line could. Night after night we run our entire edition without a stop. We are more than pleased with the press and its work."
(From letter of the Fitchburg, Mass., Sentinel, June 11, 1912)

For Smaller Papers, of course

THE DUPLEX FLAT BED PERFECTOR

The original—all others are imitations

Prints 5,000 to 6,000 per hour of either 4, 6, 8, 10 or 12-page papers
WITHOUT STEREOTYPING

OUR CUSTOMERS WRITE OUR ADS

We save in labor and paper alone enough to meet the installments due on the Duplex. I am enjoying the advantages of a rapid, modern press for less expense than that of running an inferior machine. Santa Barbara (Cal.) Independent Times.

The cuts are as clear as could be done on a job press, and the color work is perfect.
Western Publishing Co., Brandon, Manitoba.

When I installed your press I put what formerly took 60 hours per week into **less than 8 hours per week.** Coldwater (Mich.) Reporter.

Send for Samples of Work, Catalog and Full Information

Duplex Printing Press Company

Main Office and Works:
BATTLE CREEK, MICHIGAN

LONDON
Linotype & Machinery Ltd.
188 Fleet Street: E. C.

NEW YORK
World Building

PARIS
Linotype & Machinery Ltd.
10 Rue De Valois

General Agents for Canada: Miller and Richard
TORONTO AND WINNIPEG

NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty | Chicago, December, 1912 | Number Twelve

A Glance Backward

Completion of the Twenty-Fifth Year of the National Printer-Journalist

A REVIEW of a quarter of a century of work for the two callings that have more directly to do, than have any and all other callings of this age, with all human interests and all advancement in trade and the industries and in educational, social and economic advancement and improvement, ought to be permitted to the one engaged therein and should prove useful.

As to the results, others can better testify and their testimonies, uninfluenced by any self-interest, ought to be enlightening and helpful to all who are sincerely desirous of real benefit. Right here, the opportunity is taken to thank the many who have written kind words of approval and commendation of all that has been accomplished by the National Printer-Journalist. These come to the editor as the richest and most highly prized reward, and are the more gratefully received and gladly published on account of the belief that they will point the way to influence and help many others to take advantage of the efforts intended to create better conditions and to aid in the higher and better attainments.

There have been some hardships, self-denials and disappointments, but there stands out, above these, many happy experiences, many friendships formed, many educative occasions enjoyed, and, above all, the feeling and assurance, founded on the disinterested testimony of so many kind friends and intelligent patrons, that considerable good has been accomplished.

The National Printer-Journalist came into being at the behest and in accordance with a formal resolution of the first national organization of newspaper makers and employing printers ever formed, as far as is known, in this or any other land, and has from the first, been the promoter and servant of all worthy organizations for the improvement of newspaper making or printing. Organizations, within the twenty-five years, have increased wonderfully, and with the new associations, have come broader views and more practical work and an increase of co-operation and mutual helpfulness, confidence and friendships among the members of these callings, that are endowed with the means and, in their very characters and services, are intended for the promotion of intelligence and knowledge.

With the passing of the years and the increase of co-operation and the desire for practical knowledge, many other valuable journals have been established and have and are working progressively and successfully for better understanding, mutual confidence and the betterment of all branches of these two great callings and of all and every individual engaged therein.

The common brotherhood of all, in work and interests, has come to be more generally recognized, and those who were formerly distrustful strangers, and hence enemies and destructive rivals in business, have become friends and co-workers, ever ready to lend a hand of helpfulness, recognizing the fact that the up-building in knowledge, in better, more liberal and intelligent business methods and practices, of each, is for the good of all.

The recriminations, the hateful slings and criticisms among newspapers, that greatly lowered the respect in which they were held and hence greatly weakened their influence and usefulness, have come to be almost unknown and, to their glory be it said, the journals, in the narrower fields of service to these callings of journalism and printing, have

afforded commendable examples of mutual goodwill and fraternal co-operation.

The press, free from former animosities, occupies higher ground and is left to the performance of the higher missions of imparting honest information and to the giving unprejudiced interpretation, in the editorial columns, to the problems and events that afford instruction, affect the interests, move the hearts and concern the true and highest welfare of the people.

The first page of the first issue contained the portrait of W. H. Brearley of the Detroit Evening Journal, who had been active in the National Editorial Association and who had organized the American Newspaper Publishers' Association, modeled on plans set forth at the second convention of the parent or former association. Liberal space was given up to the account of the Denver convention of the National Editorial Association, presided over by C. H. Jones of the Jacksonville, Fla., Times-Union, who had been chosen from Florida as the second president, in a spirit of uniting distinct and different sections, North and South, the first president and organizer having had his residence in Minnesota.

Mr. Jones was afterwards editor of the St. Louis Republic, then of the New York World, and later of the Post-Dispatch, and is now traveling in Europe, but is still connected with the publishing business as principal owner of the Lockwood Press. This is given as only an instance of the many changes among members of the fraternity who have establisstarted.,o—ad ecmfwyp p p ppp pppppppp become national and cosmopolitan in work and fame, during the years since the publication was established.

In glancing over the first issue of this paper, many things are found that had been first advocated, that now have been largely accomplished. There were pleas for a standardized price for advertising and adhering to that price; for the elevation of the tone of the press, the purification of its expressions, enlargement of its usefulness, its advancement in wisdom and justice and the extension of its influence in the work for higher citizenship and truer civilization; "for the solving of the vexed questions of capital and labor by education, legislation and arbitration under the calcium light of a healthy public press;" a plea for "Ideal Press Associations," with friendly criticism, at the conventions, of weak points of the various publications represented, and for fair treatment by supply men of established offices as against reckless credits and the undermining of the business of printers by soliciting sales of paper and other supplies among their customers, and giving the laity, merchants and manufacturers, the same wholesale prices, with discounts as were given to the trade.

This, remember, was the first issue and as showing the ideals then entertained and ever since inculcated, the following "Good Resolutions for 1888" printed then, and just as applicable now as then, are reprinted here :

"Do none but good work, collect promptly and pay all bills promptly. Take no work at a price to which there is no profit attached, and if your customer says he can get his work below your price, let him go and get it. Don't cut, and don't come to the conclusion that your competitor does, just because a customer says he does. Be careful in giving credit, and buy only as you are able to pay. Take a second wise thought before mortgaging your plant for money on which to enlarge; make your business pay as you go. Be diligent in your business, prompt with your customers, keep out of debt, and success will undoubtedly be yours."

A Little History

This, as has been announced in the last issue, is the closing number of the twenty-fifth year of the editing and publishing of the National Printer-Journalist by the present editor. Indianapolis was first chosen as the place of publication of this journal, and a paper, known as "Printer and Publisher" that had just completed its fourth volume, was purchased as the beginning of the new enterprise and the names combined, forming the somewhat cumbersome title of "National Editorial Journalist, Printer and Publisher" but it covered the whole field intended to be occupied and the first two words, in the title, were especially intended to indicate the close connection of the paper with the organization for which it was especially founded, the members of which were first editors, while they were nearly all publishers and employing printers, as well.

The design naturally was to be broadly national and in the first, as in all subsequent volumes, printers, editors and publishers, and their associations in all parts of the Union, were represented, and the work of unifying all sections and of all members of the calling, and their organizations, was signally inauguarated, as was accentuated by the following roll of "Associate State Editors" given in the second issue: A. B. White, Parkersburg, W. Va.; W. H. Brearley, Detroit, Mich.; J. B. MacCabe, East Boston, Mass.; A. H. Lowrie, Elgin, Ill.; Wm. Kennedy, Pottsville, Pa.; Maj. T. M. Newson, St. Paul, Minn.; Chas. A . Lee, Pawtucket, R. I.; Dr. H. C. Snitcher, Wilmington, Del.; J. Y. Gilmore, New Orleans, La.; Ghappel Cory, Montgomery, Ala.; W. E. Pabor, Canon City, Colo.; E. D. Coe, Whitewater, Wis.; A. Davis, Huron, Dak.; Robert W. Leigh, Morrillton, Ark.; J. Harvey Mathes, Memphis, Tenn.; T. B. Eldridge, Lexington, N. C.; W. C. McClintock, Lebanon, Ohio; Quincy A. Hossler, Warsaw, Ind.; J. H. Turner, Carrolton, Mo.; H. M.

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MARDER, LUSE & CO. AMERICAN SYSTEM OF INTERCHANGEABLE TYPE BODIES. TYPE FOUNDERS, CHICAGO.

UTOPIAN.

IDEAL PLEASURE CLUB
Annual Reception at The Chickering Temple of Music
12 Hendricks, Allen & Co. 34

BANK OF CHICAGO
Dealers in County and Railroad Bonds
7 Foreign Letters of Credit 8

SEATING
2 Western Cotton Exchange 3

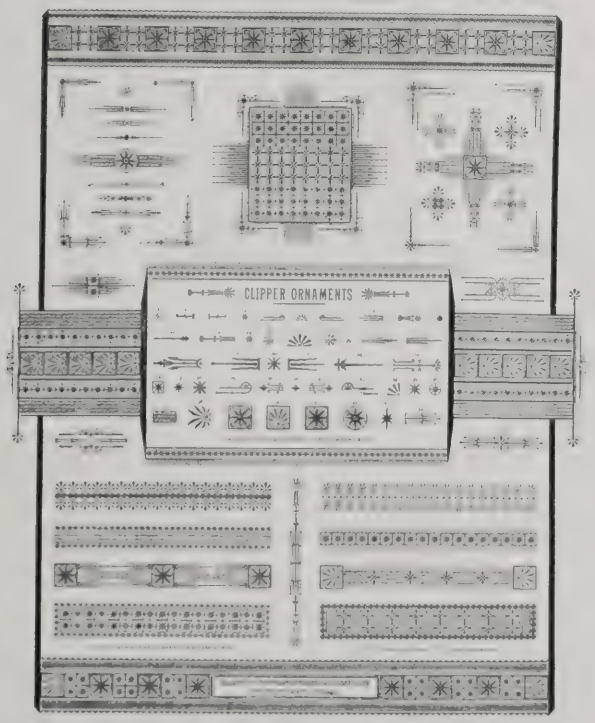
HOLIDAY
The Chicago Yacht Club

FIGURES AND LOGOTYPES WITH ALL SIZES IN THIS SERIES. SPACES AND QUADS EXTRA. 1 LB. FONTS 66 CTS.

AND PRINTER AND PUBLISHER

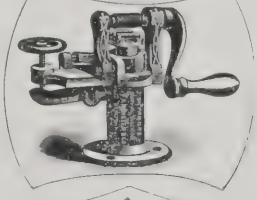
Baker Brass Rule Ornaments
PATENTED
CHARACTERS
MANHATTAN TYPE FOUNDRY,
PRINTERS' NOVELTIES
No. 15 Park Place,
NEW YORK
These Ornaments Save Time and Labor.

14 NATIONAL EDITORIAL JOURNALIST



AND PRINTER AND PUBLISHER.

Without an Equal.
THE PRINTERS' CURVING MACHINE.
Price $20. Boxed.



This Curving Machine is the ONLY ONE in the market that will rapidly as well as mathematically bend Brass Rules or Leads into Circles, Ovals, and Single or Serpentine Curves, of any size you may desire

For Bending Brass Rules and Leads to any Desired Curve.

PATENTED AND MANUFACTURED BY
F. A. RINGLER & CO.
ELECTROTYPERS, STEREOTYPERS, & PHOTO-ELECTROTYPERS, 21 & 23 BARCLAY STREET, to 26 & 28 PARK PLACE, N. Y.

SPECIMEN OF OUR PHOTO-ENGRAVING IMITATION OF STEEL STIPPLE.
F. A. RINGLER & CO.,
21 & 23 BARCLAY ST. TO 26 & 28 PARK PLACE.

DUPLICATE ELECTROS OF THIS CUT FOR SALE AT $6.00 EACH.

One-Quarter Reductions of Type Specimen Pages and Ad—From Jan., 1888, Issue—Suggestive of the Great Changes and Improvements in Twenty-Five Years

Bushnell, Lincoln, Neb.; C. E. Gilbert, Dallas, Texas; J. R. Bettis, Little Rock, Ark.; T. W. Morrison, Plainfield, N. J.; French Tipton, Richmond, Ky.; G. E. Haddaway, Easton, Md.; C. H. Jones, Jacksonville, Fla.; A. A. Allan, Macon, Ga.; Otis Fuller, St. John, Mich.; Pitkin C. Wright, Nashville, Tenn.; C. H. Pratt, Palatka, Fla.; Edgar Goodman, Baltimore, Md.; Jas. S. Metcalf, New York, N. Y.; Edward V. Kane, Philadelphia, Pa.

Hour Cost Finding

As strange as it may appear to some, this first issue of the paper contained an article on cost per hour under the heading "The Work and Its Cost," based on a report by a committee of the employing printers of St. Louis. The attempt was to find the actual cost per hour in the composing room. The basis was on a ten hour day or sixty hours a week for each compositor with an $18.00 a week wage. The amounts paid for foreman, distributors, rent, gas; half of the salaries of porter, solicitor, bookkeeper and errand boy and half of cutting room expense, and the interest, taxes, insurance, incidentals, ice, coal, depreciation, at three per cent, were all figured and the actual hour cost found to be fifty cents and the cost per thousand ems about 66 cents. Figuring the shorter work day and the higher wage scale, and on the same basis, the hour cost today would be 75 cents and the cost per thousand ems 99 cents. But no account was taken of non-salable hours. Printers were seeking but had not yet found the great light. If forty per cent is added to these figures to cover the non-salable hours, the hour cost would be found to be $1.05, and about $1.28 as cost per thousand ems.

The following were the advertisers in the first issue of this paper:

Plate and Auxiliary Sheets: The American Press Association; A. N. Kellogg Newspaper Co.; Pittsburg Newspaper Union.

Type Founders, Presses, etc.: Marder, Luse & Co.; Barnhart Bros. & Spindler; Illinois Type Founding Co.; Manhattan Type Foundry; St. Louis Type Foundry; The Cincinnati Type Foundry; The Union Type Foundry; Schniedewend, Lee & Co.; Campbell Printing Press & Manufacturing Co.; Indianapolis Electrotype Foundry; Globe Manufacturing Co.; Minnesota Type Foundry, St. Paul; Whitlock Machine Works.

Paper houses: Standard Paper Co., Milwaukee; James H. Bishop Paper Co., Minneapolis, Minn.; St. Louis Paper Co.

Publishers' and Printers' Books: Brearley's Systematizer; Bishop's Printers' Ready Reckoner.

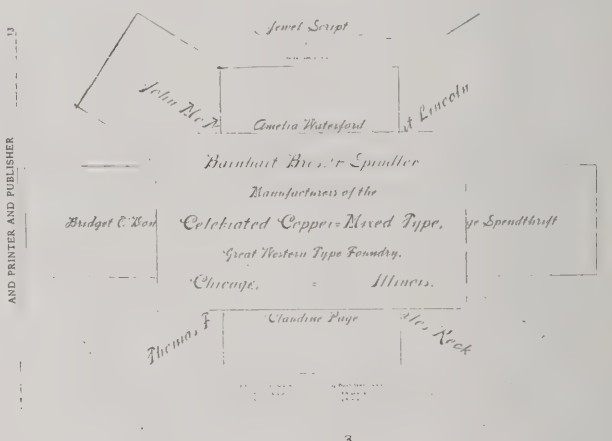
Engraving: Wm. Shea, Chicago; C. A. Nicoli, Indianapolis; Moss Engraving Co., New York; Carl Schraubstadter, Jr., St. Louis; Crosscup & West, Philadelphia; John Filmer & Son, New York.

Rollers, Roller Composition, etc.: C. W. Crutsinger, St. Louis; Buffington & Garbrock, Cincinnati; Godfrey & Co., Philadelphia.

Steam Engines: Chas. P. Willard & Co., Chicago; Schleicher, Schumm & Co., Philadelphia, and Chicago.

Miscellaneous: Hughes' Stereotype Outfit, N. Y.; Franklin H. Hough, Patent Solicitor, Washington; F. Wesel & Co., All Brass Galleys, etc., New York City; G. H. Sedgwick, Paper Jogger, Bloomfield, N. J.; The Echo (for clubbing arrangements), Detroit, Mich.

These are of interest as suggesting the many changes that have been made in the twenty-five years. Among other advertisers whose announcements appeared during the first year, and who have grown and prospered are the Queen City Printing Ink Co.; The Hamilton Mfg. Co.; C. B. Cottrell & Sons Co.; Ault & Wiborg; Babcock Printing Press Mfg. Co.; George H. Benedict; Samuel Bingham's



Reduced Reproduction of Type Specimen Page of Jan., 1888

Son; H. H. Latham; The Central, McKellas, Smith & Jordan, Phelps, Dalton & Co.; Dickinson & Boston Type Founderies; Bradner, Smith & Co.; J. W. Butler; L. L. Brown and Geo. R. Dickinson Paper Companies. Of course there were others, but all cannot be named and this is sufficient enumeration for all practical purposes. Many of the type founders were merged in the great American Type Founders Co. but prosperous branches have taken their places.

To go through the old volumes is like living life over again. Among the interesting things noted are the changes in type faces and in the engravings. To illustrate, four type specimen pages are reproduced as also one advertisement related thereto, that of F. A. Ringler, recalling the rage that then existed in rule twisting. At first no half tones were used. The process had just been invented.

As now recollected, James L. Lee, then of Schiedenwend, Lee & Co., now president of the Challenge Machinery Company—though retired and living in California—gave the new paper, based only on a prospectus printed in Minnesota, the first advertisement in Chicago, though others rapidly followed.

There has always been a feeling of gratitude toward E. B. Cottrell, who had then taken hold of the management of the business of which his father — who has since died — was then the head, for giving the editor, who canvassed in person, a start in New York City and the East.

One of the pleasant things connected with the work — though often meeting with disappointment — has been the friendships formed among advertisers and the pleasant visits to the cities of the Central West and to Philadelphia and New York, through the cities of New England and on to Boston. The journeyings through the great cities in December and the trips through the New England States in September afford especially joyous memories.

The attendance upon the conventions in all parts of the land from Ocean to Ocean, of the State Press Associations, of the National Editorial Association, of the United Typothetae of America and, later, of the Ben Franklin Club of America and the cost congresses — enjoying the social features and the travel with the best men and women of earth, and the giving accounts of their discussions, papers and addresses; telling of the ever advancing efforts and plans for betterment — all of which has been a part of the work of editing and publishing the National Printer-Journalist — have been ever increasing sources of pleasure and, it is hoped and believed, of improvement to the paper and all of the earnest readers thereof.

Thousands of printers and newspaper owners, all over this land, have come to be dear friends and, in a very close sense, brethren. The being brought into close fellowship with the very best and most progressive people in all parts of the country, and with all their undertakings, aims and ambitions, as communities, cities, states, and individuals, has been of real joy, and being permitted, in some small way, through the pages of this paper, to lend a hand of helpfulness, by publishing abroad and advocating all measures for improvement, has been a compensating satisfaction and reward.

All that is worth while, that has been secured by attendance on the meetings of thousands of the most earnest, progressive, intelligent, experienced and successful members of those callings of newspaper making and printing, has been given to the readers of this paper. The effort has been first the benefiting of newspaper-makers and printers, and then rendering a broader service through them, for all the people and the whole country.

One great source of gratification has been the rapid development of industrial and vocational education, advocated in these pages from the very first. The argument has been for the introduction of practical education and training in the public schools, high schools, academies and universities, but also for the establishing of separate schools and office schools and more advanced institutions. In the May issue, 1888, of this paper, a plea was made for the founding of a school of journalism by some wealthy journalist. Mr. Pulitzer, of New York, who in the meantime had made his great fortune, later answered the plea by giving two million dollars for the noble purpose.

Now, this is not intended to give any complete review of the twenty-five years, for, in the aggregate, there has been a record, more or less complete, given of hundreds of thousands of miles of travel — in one year over fifty thousand miles — accounts of nearly a thousand conventions, and the topic treated; and the articles published, of greater or less importance, have run to the ten thousands, while the names of over five thousand different printers and editors have been printed, and the portraits and brief biographies of some twenty-five hundred have been given. This much is written as a preface to the kind, helpful and instructive words penned by appreciative friends of the National Printer-Journalist, and it is to be hoped that these testimonials, from a multitude of witnesses, will be read with a view to the possibilities of future advantage.

On August 8, 1888, C. A. Dana, the editor of the New York Sun, wrote: "I have examined the National Journalist with great attention. It is quite new to me, and I offer you my congratulations on the industry and ability with which it is made up. I should think it must prove indispensable to all active newspaper men."

It is very gratifying to be assured, after the passing of twenty-five years, that the opinions of those best informed, who "have examined the National Printer-Journalist with great attention," are not less favorable than were those of the great editor, who has since, with many other friends and readers, passed from mortal life.

It is hoped that this paper will not be conducted with less "ability and industry" in the future. The editors of the different departments have given increased interest in, and great, practical, direct value to this publication for ten years past — have widened and made more useful the fields covered. Never were these departments more ably conducted than at present, but there will be constant improvements.

On January 1, B. S. Herbert, the second son of the editor, who has been connected with the work to a greater or less extent for nearly twelve years, who has taken a correspondence course in the Detroit School of Journalism, attended, for one year, the Department of Journalism at the University of Illinois, and has had over nine years of successful experience as editor of a home paper, "The Ravenswood Citizen," will assume the position of Associate Editor and Assistant Manager, while W. E. Herbert, an elder son, with fifteen years of experience as a printer, will look more especially after the mechanical department and the conducting of

the growing printing establishment connected with this publication as an important part of the business.

Having written this much, we stand aside to give the opportunity for the reading of the views of other practical men, whose judgments are founded on accurate knowledge, broad observation and wide experience. (See pages 833 to 843.)

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Recently there has been a conspicuous shifting among religious weeklies, with an evident tendency toward concentration in a fewer number of periodicals of higher quality. The Continent, the Presbyterian national weekly, believes itself to be the only prominent religious paper in the country whose regular staff consists entirely of former daily newspaper men, with not a minister in the list. Most of the religious papers of America are headed by a man whose smallest title is D. D. The Continent's editorial offices in all three centers — Chicago, New York and Philadelphia — are headed by former newspaper men. Nolan R. Best, editor, New York; Oliver R. Williamson, managing editor, Chicago; William T. Ellis, "editor afield," Philadelphia; H. L. Bird and H. H. Smith, associate editors, Chicago, all made their living by daily newspaper work before entering the religious field. Strange to say, they all report that there is no soft snap in making an up-to-date paper devoted to helping people to be good.

There are, of course, ecclesiastical specialists for special departments. The paper not only predominates in the Presbyterian church among both laymen and ministers, but is read by many ministers of other denominations.

✣ ✣ ✣

CARRYING THE UNIVERSITY OF KANSAS INTO EVERY NEWSPAPER AND PRINTING OFFICE IN THE STATE

Installing Cost Systems and Modern Methods

Editor National Printer-Journalist: Carrying the University into the back-office of every country newspaper in the state is the latest plan of the Department of Journalism of the University of Kansas, endorsed by the printer-editors themselves.

Included in the project will be the installation of the cost system, the trading of a new, clean type from the University's monotype for old metal, the divorcing of the newspaper from the printing plant and the introduction of the latest methods of the typographical world.

Harry S. Neal, who occupied the chair of typography at Winona Technical Institute in Indianapolis and who as organizer and cost accountant of the United Typothetae of America, placed the cost system in 598 offices in every corner of the United States, will travel through Kansas as university adviser to the state's newspapers. Mr. Neal has charge of the printing plant of the Department of Journalism.

"For years," says Merle Thorpe, professor of the Department of Journalism, "industries, callings and professions have demanded of and received assistance from the university, and surely no profession or calling is more of a social factor or is more worthy of the university's state service work than that of the editor-publisher.

"The editor-publisher has for fifty years chronicled the success of other men who won out by running their business on a scientific and systematic basis, yet in his dual capacity he has not had time to systematize his own peculiar business. Kansas editors, at least, have awakened to the fact that the reason that 85 per cent of their plants are mortgaged is due solely to haphazard methods, and through their editorial associations have called on the university for aid. To help them, the Department of Journalism will send out its expert to suggest to them improvements in their methods."

A hint of the revolution that Mr. Neal's work will mean to the newspapers of Kansas came in the first office that he entered in starting his work. Here he found that one editor had been selling advertising for 8 cents an inch that cost him 11⅔ cents an inch to set up and distribute. And the editor had boasted for three years that he carried more advertising than any other paper of its size in the state, and had believed confidently that he was making a fortune.

"New Type for Old" is a phrase that the Kansas publishers are beginning to associate with the Department of Journalism, and hardly a day passes but some editor sends in to the university his worn fonts for fresh material. The product of the university's Monotype is exchanged for the old metal, and the pleasure of Kansas printers who receive the bright fonts leaves no doubt as to the success of this phase of the state service work. At present, the small newspaper fonts of 6, 8, 10 and 12 point are offered in exchange, but before a month passes head letters and advertising type as large as 36 point will be sent out.

ROY ELANAGE.

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The third volume of the Cyclopedia of Education, edited by Professor Paul Monroe of Columbia University, just issued, includes an article on "Education for Journalism" by Dean Walter Williams of the School of Journalism of the University of Missouri.

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"The Newspaper and the Public"

By George W. Ochs, Publisher of Public Ledger, Philadelphia, Pa.

THE relations of the newspaper to the public have been presented in a new aspect by the recent act of Congress embodied as a rider to the Postoffice Appropriation bill. The wave of new ideas which has swept over our country in the last decade has altered the general viewpoint of the average man. The terms "social justice," "moral uplift," "popular rights" and analogous expressions have taken concrete form and no longer are in the realm of theory. They have a positive meaning and our economic theories have been changed from what previously were regarded as abstractions into definite propositions. The average man or woman who a few years ago was content to leave the discussion of corporate wealth, monopoly, trusts and kindred questions to statesmen, philosophers and political economists, now debates these problems with dogmatic assurance and glibly offers a solution with a cock-sureness scarcely felt before regarding the simplest matters of every-day life. A great change has come over the country, and we are now plunged into a national campaign which has created issues never before confronting the masses.

This movement is not confined to our own country; it is world-wide. England is aflame with social questions which have aroused passionate conflicts, and the efforts to solve them have shaken the foundations of that stable kingdom. Germany, France, Russia, Spain, Portugal — in fact, every nation of Europe — is seething with social

*From an address on "The Newspaper and the Public" delivered October 23 before the Century Club, at Norwood, Pa., by George W. Ochs, publisher of the Public Ledger.

unrest, and the recent miracle wrought in China proves that this universal upheaval has awakened in its most active manifestation the aspirations of that mysterious people who have lain dormant mid the progress of civilization in the last 1000 years.

Our own questions, vital though they be, have not aroused the same fierce antagonism. This is due to the spirit of our institutions. The broad liberty we have enjoyed; the great prosperity of our country; the superior condition of life among the masses when compared to their relative situation in every other country of the world, and our rapid rate of expansion, have all contributed to modify the acuteness of the situation and relieve it of that tenseness which gives just cause for serious apprehension elsewhere.

Though we approach these problems more philosophically, we must all realize their existence; and he is, indeed, blind to present conditions who cannot clearly foresee in the near future a complete readjustment of social regulations and corporation control.

The act of Congress referred to above is but one step in the new order of things. The newspaper by this decree of Congress is virtually declared to be one of the auxiliary functions of the nation, and subject to the same oversight and regulation as though it were a corporation whose franchise was granted under national authority.

This law requires the newspaper to file twice each year with the Postmaster and the Postoffice Department at Washington, and also to print in its own columns, the names of all stockholders holding one per cent of stock or over; the names of all persons who hold its bonds or securities; the precise amount of its net circulation, and forbids it to insert any announcement that is paid for unless such announcement is clearly designated to be an advertisement. The penalty is a fine of $500 in case an unmarked advertisement is inserted, and the denial of all mail privileges should the other requirements be disregarded. This drastic law has been attacked in the Federal Courts, and an early decision may be expected.

* * *

Not so long ago a corporation was regarded as a personal private enterprise, which was no one's concern except its stockholders, and even they, if they held a minority share, found no little trouble in many instances in learning anything of its affairs. A newspaper, even to a greater degree, was regarded as the individual undertaking of its owners, and its private affairs were held as sacredly inviolable from public knowledge or curiosity as the intimate concerns of a private family.

Changed Attitude Toward Newspapers

The genesis of the changed attitude toward the newspaper is traceable to the same causes as have produced social unrest and incipient industrial revolution. In the past decade magazines have been filled with hectic attacks upon the newspaper, and this campaign has been encouraged and aided by politicians and demagogues who, for one cause or another, have sought to prejudice the public mind against the integrity of the press. One of the most vociferous and declamatory of these demagogues was, in season and out of season, persistent in proclaiming, on every occasion possible, that the newspaper press of the country, not favorable to his ambitions or not sympathetic toward his socialistic creed, was owned by "Wall street" or "the interests," or some undiscovered secret power, which was conspiring to corrupt the nation or accomplish its destruction. His cue was taken up by all his satellites and a myriad of ambitious spirits, who sought to fire the public imagination by their insidious references to this mysterious, powerful corrupting influence which was poisoning the body politic, and undermining the very foundations of popular government.

This question hence becomes pertinent: What is the relation of the newspaper press to the public? Is its character thus properly assailed and has it justly merited this reproach upon its integrity?

Passing of Personal Journalism

The newspaper press has developed correspondingly with the general industrial expansion of our country. Not so long ago a newspaper was known and its influence felt through the dominant personality of its chief editorial writer. In Philadelphia after the Civil War The Press was a potential factor in the affairs of Pennsylvania through the masterful pen of Forney, and the identity of that newspaper was associated largely with the personality of its brilliant editor. Likewise the Public Ledger was coupled in the public mind with the individuality of that philanthropist George W. Childs, and its erudite, masterful editor, William V. McKean. The Philadelphia Times was known as the mouthpiece of Alexander K. McClure, whose powerful intellect and versatile genius swayed the politics of the state for a full generation, while the Philadelphia Record meant to its enormous constituency the exceptional talents and business ability of William M. Singerly. In New York the New York Times meant Raymond; the Tribune was synonymous with Greeley; the Herald, with James Gordon Bennett, and so with the entire American press — one commanding figure incarnated the spirit and purpose of the newspaper.

As a Manufacturing Plant

In those days the newspaper was wholly different from the enormous manufacturing plant which constitutes the intricate, elaborate institution today. The linotype was unknown; that delicate mechanism which has completely transformed a newspaper office, where one man sitting at a keyboard not unlike a typewriter, accomplishes with less effort and better results the task which formerly occupied six or eight men. The sextuple and octuple printing presses were then unknown — enormous mechanical dreadnoughts, which are as superior in size and achievement to the diminutive presses of former times as the destructive leviathans of our present navy are to the puny wooden men-of-war of a generation ago. The marvelous color presses, which produce in four or more colors, 8, 10, 12, 16 and 24 full sheets, printed in the exquisite tones and delicate nuances of the lithographer's art, at the rate of 10,000 per hour, were then undreamed of. Then the skill and genius of man had not conceived the present perfection in engraving, whereby a photographic print can be reproduced in a newspaper and be sold upon the streets one hour after the photographer has clicked his instrument and obtained the impression upon his sensitive plate. The newspaper plant at that time knew naught of the stereotyper's outfit, whereby the impression of the type face, almost in the twinkling of an eye, is transferred to paper impression moulds, and as quickly this matrix is converted into a metal plate and placed upon the cylinders of a press where it whirls out the printed pages at the rate of 40,000 an hour, all within ten minutes after the type has left the compositor's hands. All these marvels of the printer's art were then locked as securely in the brains of the men of genius who evolved them as were the mysteries of the electric light, the telephone, electric transmission, wireless and the other bewildering discoveries which have transformed industry today into triumphs as marvelous as the amazing accomplishments of Aladdin with his wonderful lamp.

These pertinent facts must be borne in mind when the newspaper press of today is considered, a situation wholly

lost sight of by those who are prone to deplore the change in the newspapers and thoughtlessly compare them to the little personal organs of a generation ago. As well compare the Pennsylvania railroad, with its 4000 miles of railway, its 100,000 employes, its complicated, intricate and comprehensive organization, to the original Columbia railroad, employing perhaps 250 persons — and this little more than two generations ago; or the colossal Baldwin Locomotive Works, with 17,000 men working day and night, producing several complete locomotives every day of the year, to the little shop scarcely capable of constructing one in sixty days. two score years ago.

Big Business Outgrows Public Comprehension

The public comprehension has broadened with the expansion of industry and commerce, but even here the pace has been too rapid for the mind of the overage man to grasp; and the very unrest and crusade against "big business" which today is agitating the American people, is traceable directly to the inability of the man on the street yet to comprehend the stupendous changes that have been wrought in our industrial organism. To a far lesser degree has the public realized the momentous change that has occurred in journalism — in methods, system, operation and manufacture of the daily newspaper.

Journalism and Newspaper-making

Journalism is indeed, a profession, and, excepting the ministry, the most exalted, the most responsible, the most potent of the vocations that involve the mental faculties; but newspaper-making today is an industry, a branch of productive ability as complex, as intricate, involving as much labor, capital, earnest manual and mental application as any other of the great processes of manufacture or commercial production. It is this fact that is disregarded or misunderstood when the popular concept of the newspaper is analyzed, and this is the true source of the wholly false and unjust attitude of a deplorably large number of people toward the newspaper press.

The extraordinary change in the methods of newspaper making. the stupendous expansion in the productivity of the plant, the multiplicity of new appliances, the enlargements in the operating force — all combine to transform its whole character as an industrial institution, and involve enormous capital. Instead of being the mouthpiece of an individual, the expression of one personality, with modest investment and limited circulation, it has become a colossal engine of industry, speaking for a whole nation, from multitudes of minds, wrought by hundreds of thousands of hands, searching each day in the furthermost parts of the earth for information on every conceivable subject, and disseminating its intelligence into the homes of millions of earnest, inquiring, thoughtful people.

The Profession of Journalism

Though these changes have entirely revolutionized the methods of newspaper making and placed the industry in the foreground of human activity, they have not altered the profession of journalism. The changes in its material aspects have confused the popular comprehension, and it has not yet adjusted itself to this condition; the critics labor under this delusion in confounding newspaper making with editorial functions. Because the newspaper is today an enormous institution, requiring prodigious capital to operate, its material aspect looms large and frequently wholly eclipses the spiritual or ethical phase.

In this latter respect there has been no change, except for the better. Whatever detractors may say, however severe the criticism, regardless of vicious aspersions and vociferous denunciation, ethically the American newspaper is today at the very apogee of its purity, its unselfishness, its public spirit and unsullied patriotism.

Among all the professions (and here I do not except the clergy), embracing all organized activities of mankind, nowhere can there be found a more resolute determination for right, a deeper or more unselfish devotion to principle, a more generous intent, a broader patriotism, a more comprehensive self-sacrifice for ideals, a keener vision of duty, a more liberal humanitarianism or a higher, more honorable ethical purpose than that which today animates, controls and directs the spirit of our newspaper editors. This may seem extravagant, but it is none the less the solemn, absolute, indisputable truth.

The Business Side of the Newspaper

In considering the relation of the newspaper to the public, it should be clear that there is a wide distinction between the mechanical and business and the editorial and news departments. The former differ in no respect from other commercial enterprises; the same rule and standards apply. As with merchant, banker or manufacturer, so with the physical part of the newspaper. Business economy, rigid application of commercial rules and studious regard for every proven standard of business foresight, prudence and integrity are fundamentally necessary.

Issuing a Big Newspaper

Few uninitiated in the profession have any conception of the number of persons required to cover the news and editorial departments of a metropolitan newspaper. Were this better understood, there would be broader leniency and far more generous attitude in considering its delinquencies. The editorial writers, department heads, news and desk editors, copy readers, city editors, reporters, staff and district correspondents, besides a multitude of special feature writers — all are represented directly or indirectly in the columns each day, comprising several hundred different persons, all of whom are striving within human limitations faithfully to present and correctly to interpret the news of the day. Is it small wonder, with this army of contributors, that occasionally errors should creep in and that there should be lapses of judgment? When one considers the diversity of minds and human frailty, the different points of view, the multiplicity of detail, and the almost innumerable possibilities of error in the haste required to produce a newspaper every twenty-four hours, 365 times a year, it is indeed marvelous that the finished product each day is so free from blemishes.

The average metropolitan daily contains from 112 columns to 150, and often more, while the average Sunday issue from 450 to 600 columns, including both advertising and reading matter. Each column of reading matter requires from twenty to twenty-five pages of manuscript; hence to produce the average daily there is supplied the equivalent of 2000 to 3000 pages of manuscript, while the Sunday issue represents from 9000 to 12,000 sheets of written matter. In other words, a large city newspaper absorbs each week from 25,000 to 30,000 sheets of matter specially prepared; when one considers the aggregate used in the different editions (some of which appears in only one, out of four to six each day) the total consumption of prepared copy will not fall far short of 40,000 sheets per week. These figures convey some idea of the stupendous task confronting the editor, and justify the judgment that such errors and imperfections as appear from time to time should be more leniently regarded.

Journalistic Integrity

The public is censorious; no one recognizes this fact more keenly than the editor. The public is likewise fickle. but the editor who trims his sail to every passing breeze will soon invite disaster. A newspaper to win respect and retain the confidence of its readers must adhere rigidly to the policy it deems right, come what will; moreover, with

sincerity, stability and firmness it must maintain that position, whatever the cost. The general public little knows at what material sacrifice a principle of right is frequently maintained by a newspaper. Critics are quick to charge a newspaper with mercenary motives, and the halls of Congress and the hustings often resound with the raucous cry that the American press has degenerated, that it is dominated by "the interests," that it is under the control of "big business" or its policies are dictated by "crooked advertisers." A more malicious or cruel libel was never uttered. The American press is not dominated by any interest except the interest of the public at large, as it interprets it, and, in furtherance of this purpose, there is no sacrifice it will not make, no unselfish act it will not perform.

Newspaper Ethics

It perhaps is not generally known, but nevertheless it is the truth, that many newspapers in New York, Philadelphia and Chicago and other cities refuse to insert advertisements to the value of hundreds of thousands of dollars each year, merely because they do not regard the subject matter as proper reading for their public, or because they believe the propositions as likely to induce confiding readers to make unwise investments. How many merchants will refuse to handle at a profit any article of commerce not interdicted by State or Federal law? Yet there are scores upon scores of newspapers which will not insert an advertisement of any nostrum, any proprietary cure for secret diseases, even though they are offered at the highest advertising rates and come within the most rigid requirements of the Federal pure food act. How many banks or bankers will refuse to accept as collateral, bonds or stocks of any corporation of known intrinsic value, regardless of the fact whether they are securities in which they would not advise their clients to invest? Yet there are scores upon scores of newspapers which would not insert advertisements of these same corporations, even though they are offered to them at their highest advertising rates. The best newspapers will not insert advertisements which contain promises of doubtful good faith, that offend good taste, even though they are otherwise entirely legitimate. In the aggregate this rejected business reaches an immense sum annually, and the only compensation to the newspaper for this loss of revenue is the consciousness of rectitude and an ethical obligation to its public. Yet the unthinking, so quick to criticise and condemn, seem entirely unaware of this sacrifice for principle.

Relation to Advertisers

The charge that advertisers control the policy of the newspaper is another slander on the American press. * * * It is often charged that great corporations, the colossal trusts, "big business," "the interests" and "Wall street" control newspaper policies, but when this charge is intelligently analyzed, it proves utterly fallacious. The only newspaper a trust could control is one that it owns, for how otherwise could its control be exercised? Trusts are not advertisers, except to a very insignificant extent; the entire amount spent in advertising by the so-called trusts or monopolies in any one newspaper does not represent one per cent of its income, and no reasonable person with a modicum of common sense would believe that this negligible proportion of its income could control that newspaper's policy.

Ownership of Newspapers

There may be some newspapers owned by trusts—certainly no important American newspaper that I know of comes within this category—but even should this be

[Continued on Page 831]

The Problem of the Run-Around

By E. S. Hanson

ISN'T it strange, when one thinks of it, that we so often will spend much time in planning the layout of a page—to get our illustrations just the right size to make them most effective and give the page the proper balance and artistic touch—and then will in a measure spoil the whole effect by unsightly run-arounds?

The problem of the run-around has always been a sore one, but it has been aggravated by the advent of machine composition. The old-time hand compositor had more resources at his disposal to overcome the inequalities of spacing which a narrow measure inevitably entails. His line was more under his control after it was set, so that he could thin-space almost to the limit of leaving out the space entirely if anything was to be gained by it. If he was a careful workman he would spend time in resetting and running a syllable forward or back in order to help out the appearance.

This hand typo was, also, more of a "literary" genius than the present machine compositor. He knew the English language, and did not travel over his page of copy so fast but that he could enter into the spirit of it and improvise or interpolate if worse came to worst. These digressions were usually either winked at by the proofreader without comment, or were queried to the author or editor But there is no question but they made a better looking page than one often sees nowadays.

The machine compositor believes that copy is made to be followed strictly. He is in his place because of his knowledge of the machine rather than his knowledge of English, and his motto is, "Let the other fellow be responsible."

But the "other fellow," meaning the author or editor, may have no eye for such things until they get onto the finished page; and then he will feel vaguely that something is wrong, and will wonder why steps were not taken to remedy the trouble—whatever it is—before it was too late.

We must not lose sight of the fact that the type matter of a page is just as much a part of the artistic ensemble as anything else, and that uneven spacing, no matter how inevitable it may seem to be, is just as much a disfigurement in a run-around as in other parts of the page.

The setting of this narrow matter typewriter style, with no attempt at alignment at but one side, would not be worse, and possibly in some respects would be better, than the cases we so often see, of forced thin-spacing in one line and letter spacing in the next, in order to preserve two straight marginal lines.

But what is the remedy?

In my opinion it is to call the attention of the author or editor always to inequalities of spacing in run-arounds, and suggest that the wording be revised to fit the type, so far as it is possible to do so. An editor of a publication, or an experienced advertising man, will usually notice these things himself, and will have the resourcefulness to apply the remedy. But the most trouble will develop in dealing with authors. They have to deal with printers only occasionally; they often dislike to change their wording after they have once decided on it, and they often cannot see the best method of adjusting the matter. These people have to be handled carefully, first to show them that a change would be for the better, and then to get them to accept the assistance of the proofreader or some other competent person to help them work the matter into better shape. But in the end they will thank you for it, and you will earn by it a reputation for painstaking interest in your work which will be worth much to you.

REVIEW OF JOB PRINTING

Address All Communications to Leon H. McNeil, 400 W. Washington Street, Findlay, Ohio

LETTER HEAD CONTEST

Of all who live, I am the one by whom
This work can best be done, in my own way.
—VanDyke.

IN the number of entries, the letter head contest was most successful, there being nearly fifty designs submitted by eighteen contestants. A remarkably small proportion of the specimens can be regarded as ineffective. In the great majority of instances, our readers evidently understood what are the requirements of a good letter head, and it follows that the results of their efforts were very creditable. The copy furnished was susceptive to almost innumerable arrangements, and while most contestants arranged same in proper form, others should heed the comments of one of the judges regarding the proper placing of the various lines, so as to make the heading read properly, as well as to appear pleasing typographically. Caslon old style held first place in the variety of type faces used, with Cheltenham a close second. Most contestants seemed to favor the book ornament, as this was possibly the only one available that was symbolic of printing and publishing. However, some of the best designs submitted were entirely free from ornamentation. Several competitors submitted two or more designs, and where more than two were entered by one contestant, they were very similar in arrangement, therefore the judges were instructed to consider only one design from each contestant. Where several designs were entered by one competitor, they were generally uniformly good. While nearly all competitors selected type faces that were suitable for the purpose, a few chose letters that were wholly unsuitable for letter heads. We regret that there were not enough prizes to go around to all who merited rewards for excellent work. We congratulate those who were selected for prize winners, and thank all contestants for their interesting and excellent contributions.

We are pleased to show portraits of the eight successful contestants — truly a small army of ambitious young compositors, and names and faces that are familiar to all contest "fans." They represent men who are numbered among the best typographers, but who realize that they will profit by the views of other men who are always striving for better things typographically. Many compositors do not enter these contests for prizes and fame alone, but for the good they make take and give — men who have their heart and soul in their work, and in the future many will be the directing minds in the larger offices.

Prize Winners

First Place — Alex E. Sahlin, East Aurora, N. Y.

Second Place — J. Forest Tucker, New Philadelphia, Ohio.

Third Place — Ernest Adams, Toronto, Ontario, Canada.

Fourth Place — E. A. Frommader, Des Moines, Iowa.

Fifth Place — William Melchinger, Irvington, N. J.

Sixth Place — P. H. Lorentz, Buckhannon, W. Va.

Seventh Place — Norman Hopwood, Frederick, Md.

Eighth Place — Warren Dressler, Camden, N. J.

List of Contestants

Ernest Adams, Toronto, Ontario, Canada.
C. W. Adams, Toronto, Ontario, Canada.
D. C. Ball, Pilot Point, Texas.
Harry Blanche, Toronto, Ontario, Canada.
Henry W. Dempster, Charlotte, N. C.
Warren Dressler, Camden, N. J.
E. A. Frommader, Des Moines, Iowa.
Howard Hull, Charlotte, N. C.
Norman W. Hopwood, Frederick, Md.
P. H. Lorentz, Buckhannon, W. Va.
Grace O. Ludtke, Markesan, Wis.
C. W. Ludtke, Markesan, Wis.
Wm. L. Melchinger, Irvington, N. J.
Albert Parstmark, Crary, N. Dak.
Alex E. Sahlin, East Aurora, N. Y.
C. E. Syler, Vandalia, Mo.
J. Forest Tucker, New Philadelphia, Ohio.
J. A. Van Gelder, Lima, N. Y.

First Place — The arrangement of this heading is excellent; composed in three sizes of Caslon; the relative importance of the various sections of the copy brought out well; the ornament is appropriate and the rule border, in red and black, add just the touch of decoration needed. The border is of just

NATIONAL PRINTER-JOURNALIST

BENJAMIN B. HERBERT, EDITOR AND PUBLISHER

A JOURNAL FOR PRINTING AND ALLIED TRADES, PUBLISHED MONTHLY

OFFICE OF PUBLICATION

4618 WEST RAVENSWOOD PARK

CHICAGO, ILL.

1st PRIZE

ALEX. E. SAHLIN

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OFFICE OF PUBLICATION

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CHICAGO, ILLINOIS

2nd PRIZE

J.F. TUCKER

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PUBLISHED MONTHLY

A Journal for Printing and Allied Trades

OFFICE OF PUBLICATION

4618 WEST RAVENSWOOD PARK

CHICAGO, ILL.

3rd PRIZE

ERNEST E. ADAMS

NATIONAL PRINTER-JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

PUBLISHED MONTHLY

BENJAMIN B. HERBERT, EDITOR AND PUBLISHER

OFFICE OF PUBLICATION, 4618 WEST RAVENSWOOD PARK

CHICAGO, ILLINOIS

4th PRIZE

E.A. FROMMADER

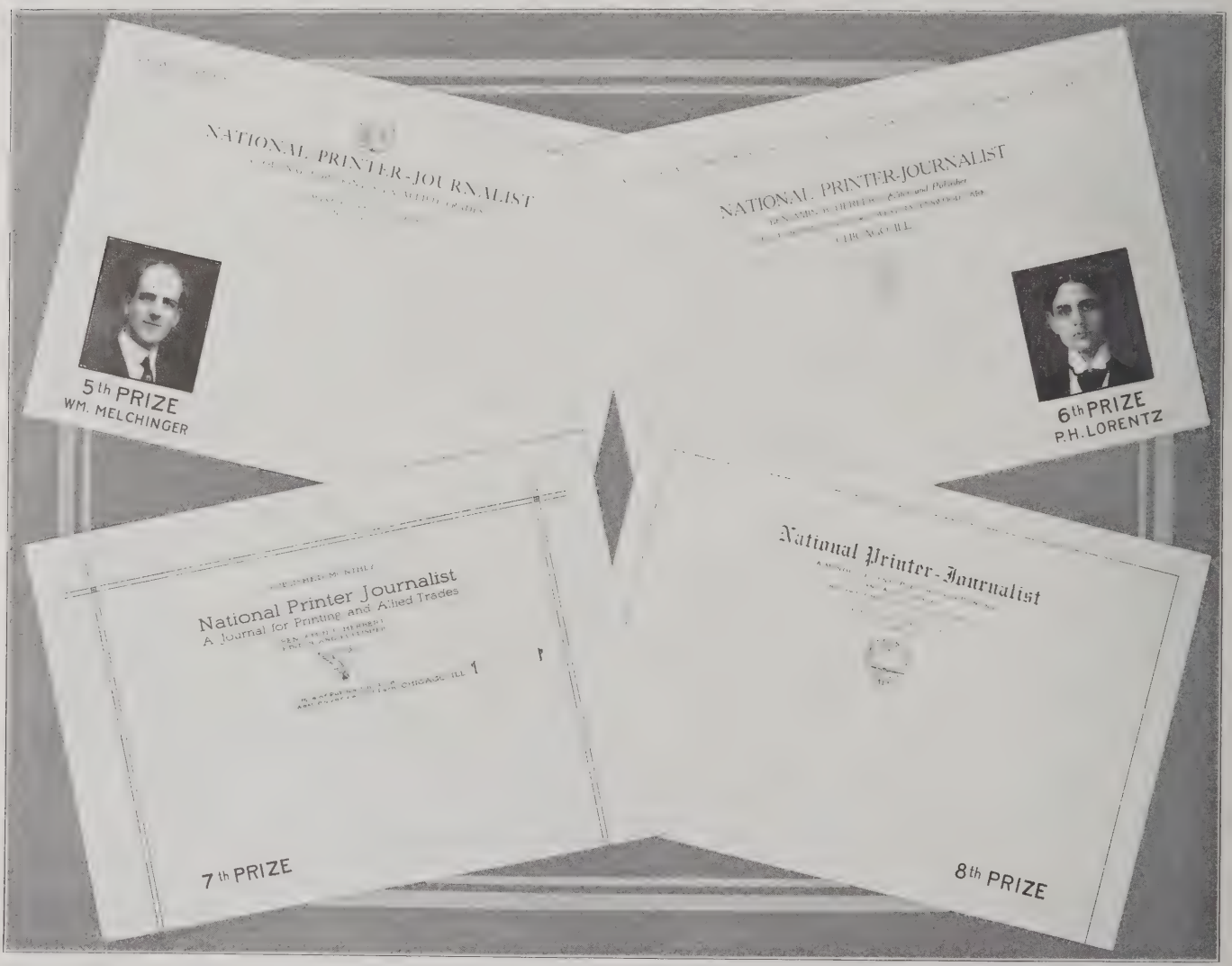
PRIZE WINNERS IN LETTER HEAD CONTEST

the proper weight to harmonize well with the type used. On the whole, the heading is a very pleasing and dignified one, and its distinctiveness will secure a second thought and look.

Second Place — This excellent design found much favor with both judges, and was selected for second place from three equally meritorious designs by Mr. Tucker. The type matter was all in black, the small square being the only color in the design. The copy seemed to lend itself readily to the squared design and this arrangement was carried out without excessive letter-spacing. There is

Fourth Place — Except for the matter being rather crowded, the general arrangement of this heading is excellent, and if smaller sizes had been used for the subordinate lines, would have crowded Mr. Sahlin's design for first place. The book ornaments in color are appropriate and well placed. The heading is in the interesting and characteristic Frommader style.

Fifth Place — Mr. Melchinger's design, not unlike the first prize winner, is a simple, well balanced and legible heading. This specimen calls for little or no criticism, and is an example of restraint



PRIZE WINNERS—LETTER HEAD CONTEST

a pleasing even tone to the heading, and fills all the requirements of balance, harmony and legibility.

Third Place — This design, while somewhat similar to the first prize design, and excellent in many respects, would have been improved by omitting the ornament and working the italic line in color. Omitting the ornament would necessitate raising the heading about three picas, as suggested by one of the judges. The line " published monthly " is not properly placed. The contestants were privileged to rearrange the copy, and nearly all took advantage of this liberty.

and good taste, with no evidence of striving for effect.

Sixth Place — This is a rather good arrangement of a design that calls for a long line at the top of the heading. The letter-spacing, however, gives a rather uneven tone; that would not be so noticeable if smaller sizes had been used below the feature line. The ornament could well have been omitted, and the design would have lost none of its attractiveness thereby.

Seventh Place — This heading is of unusual design and found much favor with one of the judges,

who was possibly influenced by the fact that it was so different from all the other designs. The border seems to arrest the attention and detracts from the type matter, which is none too legible. The smaller sizes of this type are difficult to read at the range a letter is usually read. If the rule border had been extended to the edges of the sheet, it would have

Norman Hopwood, Frederick, Md., Winner Seventh Prize

increased the writing space and would also detract less from the type matter.

Eighth Place — The general arrangement of this heading was the same as used by several of the contestants, but the judges were possibly influenced by the distinctiveness given it by the rule border in color, and by the excellent manner in which it was printed. It would have been improved by omitting the ornament, which carries the design too far into the writing space. The heading otherwise is neat and well balanced.

In commenting upon the designs that were not fortunate in receiving the prizes, I have selected the best design from each contestant.

C. W. Adams, Toronto, Canada — A rather pleasing design, although rather too bold. Ornaments well selected and well placed.

D. C. Ball, Pilot Point, Texas — Heading with initials in color is your best design. Lighter faced type, using one series throughout would have resulted in a more pleasing design.

Harry Blanche, Toronto, Canada — Design in Plate text and Blair gothic is one of the best designs submitted in the contest. It is commendable for its simplicity, dignity and balance, and just the proper amount of color was employed.

Henry W. Dempster, Charlotte, N. C.— Design in which you used outline Cheltenham is your best design, the balance being especially good. Parallel rule harmonizes well with the type used. The ornament was not so well chosen and would hardly be appropriate for a publishing house letter head. Designers should bear in mind the function of business stationery.

Howard Hull, Charlotte, N. C.— Among your several good designs, the one with the shaded border is your best. Composed in one series of type, and proper use of color, together with careful joining of rules, produces a pleasing heading.

Grace O. Ludtke, Markesan, Wis.— Portion used for color form was not properly selected. "National" should be no more conspicuous than "Printer-Journalist." "Published Monthly" should not have been separated. In making "Printer-Journalist" to fit the length of name and address line, necessitated wide letter-spacing, that gives an uneven tone to the heading.

Warren Dressler, Camden, N. J., Winner Eighth Prize

C. W. Ludtke, Markesan, Wis.— Design containing ornamental borders and hand-press cut is the most unconventional specimen submitted in the contest. This heading is well balanced, and while somewhat original, cut somewhat overshadows and detracts from the reading portion. This heading is arranged along lines more suitable for theatrical stationery than for a publishing house.

Albert Parstmark, Crary, N. D.— Rather pleasing heading in general appearance. Type well chosen and design would have been improved by arranging matter under "National Printer-Journalist" into two lines — long and short style. "A" in color is given undue prominence.

C. E. Syler, Vandalia, Mo.— Design in which Blair gothic is used is by far your best design; in fact, one of the best submitted. Arranged and

printed in keeping with the imitation engravers' idea.

F. A. Van Gelder, Lima, N. Y.— In making editor's name to the length of feature line, necessitated letter-spacing that should never be done with text letters. Portion selected for color is not well chosen.

One of the judges, in selecting the best designs, has the following to say concerning several of them: "If it had been permitted, the contestant that entered the heading that I selected for second place (Mr. Tucker's design) would have had another of his entries chosen for another position. In fact, I think his three entries average the best of any set in the lot. They were all set differently, although re-cut Caslon was used on each. He was sparing with his color, also. The heading composed in Post monotone (Mr. Hopwood's design) is no better or perhaps not so good as some of the others, but I could not get away from it. Arrange them as I would, it would stand out from the rest every time. For many businesses it would not be at all suitable, but the publisher of a magazine for printers ought to be allowed nearly as many liberties with his stationery as a printer. No. 2 (Tucker's design) is a clean, well balanced heading that fully meets with all the requirements as to harmony, balance and legibility. Designs 3 and 4 (Frommader and Lorentz' designs) are both good and while not at all similar, I found it difficult to choose between them. The former is, I think, constructed along modern lines. Mr. Sahlin's design would have been improved with a different arrangement of the rules around the outside of the page. I would rather have left them off entirely or would have omitted the light face rule in red and used the color for the single outer rule now in black. Mr. Adams' design just missed having been an excellent one. If he had omitted the ornament entirely and raised the type matter about thirty points, then for his color run the italic line in red, I think his entry would have been much improved. One thing I noticed was tendency of so many to have the arrangement so that it read "Benjamin B. Herbert, Editor and Publisher, Published Monthly." The National Printer-Journalist is published monthly, not Mr. Herbert. On the whole I enjoyed the work of selecting the best designs, and was agreeably surprised at the general excellence of the whole lot.

The following is a short sketch of each of the prize winners:

Alex E. Sahlin — Served apprenticeship in three shops at Lund, Sweden. Now compositor with Roycrofters, East Aurora, N. Y.

J. Forest Tucker — Designer and foreman Marsh Printing Company, New Philadelphia, Ohio. Winner of numerous prizes in printers' contests.

Ernest E. Adams — Served apprenticeship with various offices in London, Hamilton and Toronto, Canada. Now compositor with Brown-Searle Printing Co., Toronto. Instructor in Y. M. C. A. night school of printing in his home city.

E. A. Frommader — Served apprenticeship with Banner Printing Co., Jefferson, Wis. Now partner in Federal Printing Co., Des Moines, Iowa. Winner of more prizes in typographical contests than any other printer in the United States.

Wm. L. Melchinger — Served apprenticeship in the offices of Charles Hobson Co. and Baker Printing Co., Newark, N. J. Now foreman of printing plant of Aluminum Goods Manufacturing Co., Newark.

P. H. Lorentz — Designer and foreman Knight-Errant Printing Co., Buckhannon, W. Va.

Mr. Alex Sahlin, winner of the first prize, is doing some excellent work with the Roycrofters at

Interesting Typographic Work by Alex. E. Sahlin, East Aurora, N. Y.

East Aurora, N. Y. This artist has won several prizes in both America and in contests conducted by the British Printer, London. Mr. Sahlin has a certain "style" about his work that makes him especially valuable in the shop of the Roycrofters. We are pleased to show, on another page, several of his specimens that are designed in the approved and interesting style of the Roycrofters. This progressive young compositor has been in America less than two years, coming from Lund, Sweden. Knowing our readers would be interested in Mr. Sahlin's impressions of this country and printing conditions here as compared with those of his own country, I am pleased to give below an interesting letter recently received:

East Aurora, N. Y., Oct. 15, 1912.

Mr. L. H. McNeil.

Findlay, Ohio.

Friend McNeil: I have been in this country a little over one year, and have worked in only two shops since coming here. However, I have visited some of the largest printing shops in Chicago and Boston. I have found in this country they print principally from plates, thereby saving time and preserving the type. The larger shops in Sweden use plates, as methods there are as up-to-date as we find them in the United States. In shops in Sweden where there are apprentices, there are supposed to be two compositors to one apprentice, but it is not so in most shops. In the shops where I have been employed I have trained two apprentices. Since coming to the United States I have not worked in shops where there were apprentices, but have visited "The Lakeside Press" (R. R. Donnely & Sons Co.). The school for apprentices is a mighty good and fine idea, and the boys have an opportunity to learn the printing business as it should be learned. The I. T. U. course is a good thing for every printer from fifteen to seventy-five years "young" to take up. I am just finishing my last lesson and have nothing but words of praise for this course of instruction. The type cases are much larger and the boxes much deeper in the shops in Sweden than here, and at home we have to dig pretty far down when the case is not full. It is necessary to have larger cases on account of the large number of accents contained in our type fonts. I much prefer to set type from an American case. In Sweden the body type cases are placed side by side instead of one above the other. The leads and slugs, rules and furniture at home are arranged similar to those in a well-equipped shop here. The larger sizes of type are kept standing between reglet, which makes distribution rather slow. If I ever start an office in my native country, it will be arranged like the best shops here. In the shop where I am now employed, everything is up-to-date and the conditions are favorable to good work.

Very truly yours,

Alex E. Sahlin.

Norman W. Hopwood was born in Frederick City, Md., in 1893. Learned the printing business in a small job office in Baltimore. In 1910 accepted position as compositor with Marker & Biefeld, Frederick, Md., where he is now employed.

Warren S. Dressler was born and raised on a Pennsylvania farm. At the age of sixteen entered country news and job office, serving two years as apprentice and three years as foreman. At present has charge of printing plant of Philadelphia manufacturing firm. Also controls extensive printing and calendar business in Camden, N. J., where he resides.

"THE NEWSPAPER AND THE PUBLIC*"

[Continued from Page 825]

true, its policy would certainly reveal it, and where would the turpitude lie? If the Standard Oil Company, in addition to boring oil wells, refining and marketing its product, concluded to conduct a newspaper, it would transgress no moral or legal law by so doing.

Any individual, association of individuals, partnership or corporation has as much right to publish a newspaper as the companies or persons now engaged in this profession. There is no royal road to newspaper making, nor does it require a governmental dispensation or special State or Federal charter. The field is as wide as the universe and free as the air. Any person or any company with capital to procure an equipment can issue a newspaper, but the public will determine its merits and decide its future. If it prove an organ hostile to public interest it cannot long survive, and even though the wealth of a Rockefeller were poured into its coffers, its character, quality and influence as a newspaper would be wholly dependent on its intrinsic merit.

The glib remark, so often heard, that advertisers dominate the newspaper, has in it, in its last analysis, neither truth, logic nor common sense. In the first place, the advertiser has no earthly reason to exercise improper control, as he could have no motive that would imperil his own interests or jeopardize public welfare. In the second place, even though any advertiser were foolish enough to undertake such a preposterous proposition, any publisher with brains enough to conduct a newspaper would, of course, instantly realize that to yield to such dictation would prove suicidal and spell disaster. The charge is utterly foolish, and should not be given a moment's consideration by an intelligent person.

Newspaper Fallibility

Newspapers are fallible, just as are all other agencies conducted by finite minds. They are the product of human hands and human intellect, and subject to limitations of frail humanity. The editor possesses no divine or superhuman endowment, and though inspired by holy resolution and animated by lofty purpose, he is as prone to err as all mortal men. Yet there are men and women of ordinary mold who fly into tempests of rage and indulge in violent transports of passion unless the editor at all times possesses the vision of the seer, the eye of the prophet and the wisdom of the sage, from their point of view. Grave public questions arise, fundamental issues are evolved, pregnant with vital consequences to the body politic, affecting the safety and perpetuity of our most cherished institutions. The people are divided; the country is plunged into vortex of conflicting views; rancor; bitterness and hatred are the spectres which arise from the pools of passion. The editor within his limitations, as God gives him power to reason, prompted by conscience, duty and patriotism, discharges his obligations as counsellor, seeking to shed light in the murky atmosphere.

His critics are loath to accord to him what every free-born man possesses — to defend which he would shed the last drop of blood — the privilege to determine what he believes to be best for city, state, nation and his fellowman. They are prone to impugn his motive, attack his integrity and defame the good name of his publication, little realizing the earnest, conscientious, patriotic purpose which prompts his course, and giving no thought to the appalling sacrifices he must often make in adhering thereto. In such times few realize the many scurrilous, defamatory letters which reach his desk, missives usually

sent in cowardly fashion by writers who hide their identity behind anonymity or assumed names. But these communications do not, by any means, all come from hostile pens. Every editor receives many letters from readers who indorse his position, and ask the publication of their views on current questions, with the imperative proviso, however, that under no circumstances shall the identity of the writer be disclosed — doughty warriors who, like Artemus Ward, bravely respond to their country's call by calmly sending all their wives' relatives to the front. These are some of the daily experiences of every editor, of which the public has little knowledge, contributing no little to the perplexities and responsibilities of his vocation.

Sources of Revenue

The newspaper has but two sources of revenue — subscription and advertising. The latter is wholly dependent on the former. The value of newspaper advertising is measured by the quality and extent of the circulation. Circulation, however, cannot be measured solely in numbers, otherwise a street circular widely distributed would have equal value with the newspaper page. The measure of value of newspaper publicity is the quality and intelligence of its readers and their confidence in the integrity and character of the publication. There are newspapers in New York with 25,000 circulation which derive a higher rate per advertising line than others with 300,000 circulation. Why? Because in one case each of the 25,000 is an intelligent, thinking person, possessing sufficient means to buy beyond the barest necessities of a sordid existence; in the other, nine-tenths are merely attracted by a lurid head-line, a grotesque picture, some salacious scandal or horrifying tragedy, and content themselves with a hasty glance at such features as may produce a thrill, and then cast the paper aside without another thought.

Marking Advertisements

One feature of the new Federal statute regarding newspapers is symptomatic of the attitude toward them of a portion of the public, to which it is pertinent that reference be made in this connection — viz.: the clause imposing a $500 fine for printing an advertisement which is paid for unless it is plainly designated to be an advertisement. The obvious inference is that it is customary for newspapers to perpetrate this fraud on the reader. It is a gratuitous calumny on the press. That it should have found expression in an act of Congress betrays either woeful ignorance on the part of national legislators, or, what is more probable, convicts them of inflicting this insult to gratify the spleen or revenge of a coterie of demagogues, whose hypocrisy and shallowness have been exposed by an independent press.

No newspaper of standing, character or circulation, whether sedate or sensational, regardless of its political or news policy, would violate the fundamental rule herein implied; the suggestion that legislation is needed to prevent it, is tantamount to a charge of forgery and false pretense against an honorable profession. The implication of course is that newspapers are accustomed to accept money for editorial expression, for Congress could have no conceivable object or interest in forbidding paid commercial announcements being inserted without advertising marks. One of the inexorable rules in every well-conducted newspaper office is to insert matter that is paid for either in such type as obviously shows that it is an advertisement, or by attaching some mark which will so explicitly distinguish it.

This, of course, applies only to matter that goes in the news or advertising columns. There is no rule in existence among decent journalists to distinguish editorial matter that is paid for, for no such situation ever arises; a publisher who accepted any price for an editorial expression would be regarded by the profession in the same category as one who would be guilty of theft, arson, forgery or any other penal offense.

Journalism is not a paradise restricted only to saints, an abode reserved for the pure of heart and sinless souls. Just as other professions, it is sometimes invaded by scamps, who, under its cloak of respectability, dishonor their vocation and besmirch its good name. Yet there is consolation in the thought that in no other profession is it so difficult to hide deceit or conceal dishonesty, and the instances where publishers or editors have proven recreant to their ideals are few indeed. On the other hand, it can be truthfully said that in no other profession can there be found more unceasing, tireless, self-sacrificing devotion to public service; more resolute consecration of duty to the common weal; such generous support in behalf of every public enterprise; such inflexible courage in exposing public wrongs and subtle evils; a broader catholic spirit toward every charitable or religious propaganda, and a like unquenchable patriotism which throbs responsive to the loftiest ideals of enlightened citizenship. * * *

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OBITUARY

Mrs. Frances Marie Norton, for a number of years a member of the Illinois Woman's Press Association, died very suddenly November 16, at the home of her daughter, Mrs. Fanny S. Reeder, in Chicago. Mrs. Norton was a writer of considerable ability. For several years she conducted a syndicate of weekly papers, publishing the news of several of the smaller suburbs about Chicago; also she had written a number of novels, leaving some in manuscript at the time of her death. Mrs. Norton was an old resident of Chicago, coming to this city as a child with her parents. Thinking Chicago not sufficiently promising for a residence, the family continued their journey and settled in Freeport. She was married at a very early age and came with her husband, Louis P. Scoville, to Chicago over half a century ago, and was closely identified with its literary and reform circles. Her second husband, George Norton, was a cousin of Lillian Nordica, the prima donna.

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DEATH OF MRS. TATUM

Mrs. Eleanor Tatum, widow of the founder of The Sam'l C. Tatum Company, died suddenly at her residence Delaware and Kasota avenues, Avondale, Cincinnati, Ohio, on Thursday, October 31.

Funeral services were held at the residence at 2:30 p. m., on Saturday, November 2, with interment in the family lot in beautiful Spring Grove cemetery, Cincinnati.

Mrs. Tatum, although in her eighty-second year, was very active, enjoying good health up to the time of her last illness.

She was much interested in charitable work and was, for over a quarter of a century, a member of the Board of Managers of the Widow's Home, which institution she visited on the day preceding her death.

She leaves one daughter, Mrs. Elizabeth T. Long, who for many years, together with her daughter, has lived with her in her beautiful home in Avondale. Another daughter, former wife of Mr. S. E. Hilles, president of The Sam'l C. Tatum Company, died several years ago, leaving one son, William T. Hilles, now an instructor at the University of the Philippines, Manila.

Kind Opinions of the National Printer-Journalist by Experts Who Have Carefully Examined, Read and Studied Its Pages

1887

1912

IT is with pleasure and thankfulness that the following voluntary contributions from those who have examined, read and know whereof they testify, are published for the benefit of readers. It is worth while to have lived and worked for the past twenty-five years to receive such kind words and complimentary opinions. It is believed that these opinions will prove valuable to those who have not so faithfully studied this publication and will suggest to them the ways to greater interest and profit.

"Entitles to Deepest Gratitude"

THE MONTGOMERY ADVERTISER

Montgomery, Ala., Nov. 22, 1912.

MR. B. B. HERBERT,
National Printer-Journalist,
Chicago, Ill.

Dear Mr. Herbert:

I desire to congratulate you and the whole printing world upon the approaching quarter centennial of the *National Printer-Journalist.* Your labor in aid of exaltation of all things connected with journalism and publishing business entitles you to our deepest gratitude, and your name should ever be a household word among all those interested in the great profession.

I trust that many more years of your splendid work are before you. With sincere good wishes, I am, Yours very truly,

W. W. SCREWS.

"Inspired by Its Pages all the Way From Apprentice to Publisher"

DETROIT TIMES
Publisher's Office

Detroit, Mich., Nov. 23, 1912.

MR. B. B. HERBERT,
Publisher *National Printer-Journalist,*
4618 E. Ravenswood Park, Chicago, Ill.

My dear Mr. Herbert

Much joy to you upon the completion of the first quarter of a century of the *National Printer-Journalist* and many felicitations on the evidence you give of a renewed youth in your announcement of new departments in your indispensable publication. The *National Printer-Journalist's* life almost exactly spans my own inglorious career as a newspaper man and I have been inspired by its pages all the way from apprentice to publisher.

And so I say, "Come on, Brother Herbert! Let's grow old joyfully together."

Fraternally yours,

JAMES SCHERMERHOM.

"Important Influence In the Establishment of Schools and Courses of Journalism"

THE UNIVERSITY OF WISCONSIN
COURSE IN JOURNALISM
Willard G. Bleyer, Chairman

Madison, Nov. 13, 1912

MR. B. B. HERBERT,
Editor *National Printer-Journalist,*
Ravenswood Park, Chicago, Ill.

Dear Mr. Herbert:

As the pioneer advocate of college training in preparation for newspaper work, you deserve the heartiest thanks of every teacher of journalism in our colleges and universities, on the occasion of your celebration of the twenty-fifth anniversary of the establishment of the *National Printer-Journalist.* Your constant advocacy of better training for young

men in newspaper work has, no doubt, been an important influence in encouraging the establishment of schools and courses of journalism.

The high ideals for the profession which you have always held before your readers must have inspired thousands of editors in all parts of the country to a firmer belief in the importance of the great calling in which they have been engaged.

Students of journalism, likewise, have been encouraged in their work, not only by your written words from month to month in the *National Printer-Journalist*, but by your spoken words of inspiration in your addresses before them.

Having reached the twenty-fifth milestone of your editorship of the *National Printer-Journalist*, may you continue to guide its successful course for many years, and may you ever enjoy greater and greater success.

Yours very cordially,
WILLARD G. BLEYER.

"Power for the Uplift of the Editorial Profession and Allied Trades"

ALBERT B. WHITE

Parkersburg, West Va., Nov. 11, 1912.

HON. B. B. HERBERT,
National Printer-Journalist,
Chicago, Ill.

My dear Herbert:

It does not seem possible that your splendid and useful publication is twenty-five years old. I have always taken pride in the fact that I was "for" it from its very birth and did what I could to help it get on its feet. It has always been a power for the up-lift of the editorial profession and the allied trades and has gone on from one achievement to another, developing and expanding into the influential and helpful periodical of these later years. May its noble editor be spared for many more years to the profession he so richly adorns. It is not given to many men to so signally achieve a success in a great life work. I shall always be a constant reader and admirer of your publication.

Fraternally and sincerely yours,
ALBERT B. WHITE,
Past President National Press Association.

"Still Higher and More Profitable Plane"

THE CHALLENGE MACHINERY COMPANY

Pasadena, Cal., Nov. 16, 1912.

MR. B. B. HERBERT,
Publisher *National Printer-Journalist,*
2618 W. Ravenswood Park, Chicago, Ill.

Dear Friend:

And so the *National Printer-Journalist* is twenty-five years old next month—a silver birthday, so to speak. I can hardly realize that a quarter century has slipped by since the N.-P.-J. was born, and just think of it! I was at the "borning."

Well, my good friend Herbert, I congratulate you on this occasion, and sincerely hope the N.-P.-J. and your own good self may long continue in the helping of the newspaper and printing craft to a still higher and more profitable plane as in the past.

With kindest regards, believe me to remain,
Your old friend,
JAMES L. LEE.

"Great and Good"

BARNHART BROTHERS & SPINDLER

168–172 W. Monroe Street

Chicago, Nov. 2, 1912.

MR. B. B. HERBERT,
Care of *National Printer-Journalist,*
4618 W. Ravenswood Park, Chicago.

Dear Mr. Herbert:

It is with great pleasure that we hear of the approaching quarter-centennial of the *National Printer-Journalist.* You have built up a paper and a business which can be best summarized in the words, which also describe the founder of the *Journalist*, great and good. Your work has been along lines designed to make the newspaper business more reputable, more profitable and more useful. You have pursued the highest ideals and accomplished most satisfactory results. That you may not have obtained all you sought for, only indicates how fine those ideals are and progressive your work has been. The newspaper world is better for your splendid efforts and your name will go down to history as one of the most honorable in American journalism.

We hope that your work will go on and on and that you will for many years to come conduct it personally.

Long life and continued and unbounded success to the *National Printer-Journalist.*

Yours very truly,
BARNHART BROTHERS & SPINDLER.

"The Brains of a Mighty World Power Trade Kept Acquainted"

WM. J. KLINE, in *Evening Recorder,*
Amsterdam, N. Y.

A quarter century of publication—successful to itself and beneficent to very much of the newspaper publishing business—will be completed in December by the *National Printer-Journalist.* A Silver Anniversary number of that handsomely printed and illustrated monthly is sure to be a cheery visitor in the thousands of job and newspaper printing establishments where it is a familiar friend, its constituency covering North America and existent in Great Britain, Australia and New Zealand. From his headquarters, 4618 Ravenswood Park, Chicago, B. B. Herbert, through the columns of the *Printer-Journalist*, keeps the brains of a mighty "world-power" trade acquainted with him. It may further be said that all newspaper editors who have known Mr. Herbert in his long identification with the National Editorial Association and have met him at its annual dinners or anywhere, will think kindly greetings to him in connection with the coming anniversary.

"Counted Strongly for Uplift of Humanity"

F. WESEL MANUFACTURING COMPANY

70-80 Cranberry Street

Brooklyn, New York, Nov. 13, 1912.

MR. B. B. HERBERT,
Editor *National Printer-Journalist,*
Chicago, Ill.

My dear Mr. Herbert:

Your publication and yourself will have our heartiest good wishes upon the twenty-fifth anniversary of the establishment of the *National Printer-Journalist.*

No other line of endeavor has counted so strongly for the uplift of humanity as that of journalism and

the printing trades nor concerned itself less with conditions affecting those who pursued these vocations.

To have labored long and consistently for their betterment and to see them now coming splendidly up to the standards you have so ably aided in establishing, must be gratifying to you—may an ever increasing measure of success attend you and the *National Printer-Journalist*.

Very sincerely,
F. Wesel Manufacturing Co.
O. P. Hatton, Mgr.

"Twenty-five Years of Fine Service"

With its December number the *National Printer-Journalist* completes its twenty-fifth year under the same editorship, a record made by no other printing trade journal and one which is calling forth congratulations from all over the country. In the quarter of a century just ending the *Printer-Journalist* has done an inestimable service to the trade it represents and B. B. Herbert, who this month celebrates his silver anniversary as its editor, has won the respect, affection and gratitude of printers and publishers everywhere.

The Publishers' Guide, N. Y. City.

"A Helpful Friend"

Danville, N. Y., Nov. 22, 1912.

My dear Herbert:

So the *National Printer-Journalist* is about to be silver-crowned. All hail! How *tempus* does *fugit*. I have been a profited reader of the publication for nearly all its fruitful years, and have ever found its editor a helpful friend. Largely through this potential fellowship I was made the tenth president of the National Press Association, whereby the horizon of my printing world was wonderfully widened and my heart enlarged by the multiplication of press friends throughout the United States. What has been done for me has been done for many, many others, every month for three hundred moons. Although I have recently retired from active newspaper work after fifty-six arduous years, the clinging past impels abiding interest in the art preservator and progressive, and it is my ardent wish and hope that the *National Printer-Journalist* may long live to the profit of the profession under its present enthusiastic and masterful guidance.

As always, fraternally yours,
A. O. Bunnell.

"Always a Source of Pleasure and Profit"

THE WILLIAMSON-HAFFNER COMPANY
14th and Arapahoe Streets
Denver, Col., Nov. 21, 1912.

B. B. Herbert,
Editor *National Printer-Journalist*,
4618 W. Ravenswood Park, Chicago, Ill.

My dear Mr. Herbert:

We notice that the next number of your magazine (December, 1912) will complete the twenty-fifth year of your publication.

I believe that this magazine has been coming to us for about twenty years, and it has always been a source of pleasure and profit to us during this entire period. We hope that you will be able to personally direct the affairs of this publication for many years to come.

With kindest personal regards to you, we are,
Very truly yours,
The Williamson-Haffner Company,
H. M. Williamson, Pres. and Gen. Mgr.

"A Pleasure to Look Over Its Pages"

THE GOSS PRINTING PRESS CO.
Chicago, Nov. 13, 1912.

Mr. B. B. Herbert,
Care of the *National Printer-Journalist*,
Chicago, Ill.

Dear Sir:

I am in receipt of your Twenty-fifth Anniversary Announcement, and must congratulate you on the splendid success you have had with your publication, the *National Printer-Journalist*. It is always a pleasure to me to look over its pages and find up-to-date news contained therein.

I hope you will keep your good health for many years to come.

Yours very truly,
J. J. Walser.

"Inspiration for Clean, Worthy Journalism, Attractive Printing and Sound Business"

THE HOWARD PRESS
Chas. McCaffree, Publisher
Howard, S. D., Nov. 9, 1912.

B. B. Herbert, Esq.,
Chicago, Ill.

Dear Sir:

As the *Printer-Journalist's* silver anniversary approaches I wish to express my appreciation of the paper and high regard for its editor. May both flourish for many years and enjoy the fruits of work well and wisely done. The P.-J. brings an inspiration for clean, worthy journalism, attractive printing and sound business which comes to a fruition perhaps greater than its editor knows. Here's best wishes for Father Herbert.

Sincerely,
Chas. McCaffree,
President South Dakota Press Ass'n.

"Every Issue a Gold Nugget"

PRINCESS ANNE ACADEMY
Princess Anne, Md., Nov. 9, 1912.

National Printer-Journalist,
Chicago, Ill.

Gentlemen:

The *National Printer-Journalist* has come to this office for three years, every issue a gold nugget as welcome as my pay envelope. It is an ideal trade journal. The printer who reads your journal realizes 1000 per cent on his investment—efficiency.

Wishing you success,
Yours, C. C. Reed,
Department of Printing.

Complimentary on Appearance

WETTER NUMBERING MACHINE COMPANY
331–341 Classon Avenue
Brooklyn-New York, Nov. 12, 1912.

The National Printer-Journalist,
4618 W. Ravenswood Park, Chicago, Ill.

Gentlemen:

We are just in receipt of your November number, and while we are more than pleased with the mention you make of our Exhibit, we wish to compliment you on the appearance of the *Journal* throughout.

With best regards,
Very truly yours,
Wetter Numbering Machine Co.
Breck D. Porter, Sec'y.

"Great Assistance to the Editor, Publisher and Printer"

THE ARGUS
L. B. Green, Editor and Proprietor

Patchogue, Long Island, N. Y., Nov. 11, 1912.

Mr. B. B. Herbert,
Editor *National Printer-Journalist*,
Chicago, Ill.

Dear Mr. Herbert:

I congratulate you upon the *National Printer-Journalist* entering upon its twenty-fifth year of publication. It is one of the best trade papers published and each year it shows greater improvement. It is a great assistance to the editor, publisher and printer and I feel assured that your publication is deserving of the great success it is meeting with.

I enclose check for subscription to March, 1913.

Yours very truly
L. B. Green.

"Twenty-five Years of Usefulness"

THE LEBANON JOURNAL
Wm. L. Jones, Publisher and Proprietor.

Lebanon, Ill., Nov. 8, 1912.

Dear Brother Herbert:

Enclosed please find my check for $2.00 to pay for your valued magazine until March, 1913. I rejoice that your publication has lived twenty-five years of usefulness and, hoping that it may have many more years, I extend my congratulations. I have read it from the initial number on. It keeps me in touch with my esteemed friends of the National Editorial Association's many enjoyable meetings. It was a mistake to merge the N. E. A. into the N. P. A.

I remain with best wishes,
W. L. Jones.

Wants the National Printer-Journalist to "Visit the Home and Office of Every Editor of Our Land"

Artesian, S. D., Nov. 13, 1912.

B. B. Herbert,
Chicago, Ill.

Dear Father Herbert:

Enclosed you will find a check for subscription to *Journalist*.

As I look back over the fourteen years since I first became acquainted with you and the members of the National Press Association, I am reminded that much of the pleasures and joy which myself, Mrs. D. and daughters have experienced during that time, have been with you and them. You have done much, Mr. Herbert, to build up and maintain the grand organization which has done so much to elevate the profession. I hope and trust that it may be your lot to enjoy the association of our members for many years yet to come. I feel and know that the campaign through which we have just passed means the beginning of a new era for those editors who own their own columns and write what they feel instead of what they are paid for.

Trusting that our association may concentrate its efforts on the building up of a publication which may visit the home and the office of every editor in our land, and that yours may be that publication, I beg to remain,

Fraternally yours,
R. E. Dowdell,
Past President National Press Association.

"Take Great Interest"

C. I. JOHNSON MANUFACTURING COMPANY
48 & 50 E. Third Street

Saint Paul, Minn., Nov. 22, 1912.

Mr. B. B. Herbert,
National Printer-Journalist,
4618 W. Ravenswood Park, Chicago, Ill.

Dear Sir:

We want to congratulate you, and assure you of our well wishes on this anniversary, which marks the quarter centennial of your good work. An institution must of necessity have a substantial foundation to be able to carry itself through the twenty-five years which you are just completing.

We have heard many stories of your earlier days in this section, and none but what reflect the highest credit, and apparently the good will of all with whom you came in contact.

There is no magazine which comes to our table in which we take a greater interest than the *National Printer-Journalist*. We wish you many more years of equal success as in those which have passed.

Yours truly,
C. I. Johnson Manufacturing Co.,
W. Johnson.

Looking Forward to the Fiftieth Anniversary

TYPOGRAPHIC DEPARTMENT, AMERICAN TYPE FOUNDERS COMPANY
300 Communipaw Avenue

Jersey City, Nov. 11, 1912.

Mr. B. B. Herbert,
National Printer-Journalist,
Chicago, Ill.

My dear Mr. Herbert:

That souvenir number of the *National Printer-Journalist* rounding out a full quarter century with the December issue, will undoubtedly be a record number. We congratulate you most heartily on the success you have met with, which has been brought about so very largely on account of your own personality and indefatigable efforts in representing Printerdom.

It has not been altogether a matter of commercialism with you, for you have such a wide circle of acquaintances that I am very sure you derive a whole lot of pleasure out of your work in connection with each issue of *National Printer-Journalist*.

Our relations have been uniformly pleasant and I presume you will keep after us so persistently that we shall go right on contributing to make the fiftieth anniversary beat all records.

Sincerely,
Frank B. Berry,
Manager Typographic Department.

Careful Reading Saves From the Sheriff

Office of
THE CALEDONIA ERA

Caledonia, N. Y., Nov. 16, 1912.

National Printer-Journalist,
Chicago, Ill.

Gentlemen:

I am sure that if I had not read the N.-P.-J. carefully, and some other trade papers occasionally, and attended meetings of brother editors the sheriff would have had a padlock on my door long before this.

Many more anniversaries to your good work for publishers and printers.

Respectfully yours,
R. A. Peck.

"A Single Issue Worth More Than a Year's Subscription"

THE PIATT COUNTY REPUBLICAN
Monticello, Ill., Nov. 14, 1912.

Mr. B. B. Herbert,
Editor *National Printer-Journalist*,
Chicago, Ill.

My dear Mr. Herbert:

I take this opportunity of expressing my appreciation of the benefits derived from the *National Printer-Journalist*. I oftentimes find an article in a single issue that is worth more than the price of a year's subscription.

It has become a useful part of my life. With best wishes for the *Journalist* and its venerable editor, I beg to remain,

Yours very truly,
Harris Dante, Editor.

P. S. To show the practicability of my appreciation I enclose check for $2.00 for subscription another year.

"An Instrument of Great Good"

FRANKLIN REPOSITORY
Chambersburg, Pa., Nov. 13, 1912.

Mr. B. B. Herbert,
Chicago, Ill.

My dear Mr. Herbert:

As editor of the third oldest newspaper in the United States I want to congratulate you upon having reached the quarter century mark as editor and publisher of the *National Printer-Journalist*. You have not only progressed, but you have been an instrument for great good to the newspaper fraternity. Your ideals have been high, thereby bringing to each individual subscriber the best to be attained in journalism. The newspaper world cannot help but be the better for your efforts of the past twenty-five years, and your friends, who are many, will all join in wishing you continued success and many years of usefulness in the honorable position you have so ably filled in the world of journalism. With kind personal regards I am,

Very truly yours,
A. Nevin Pomeroy,
Past President Nat'l Press Association.

"Inspired Young Men"

THE NATIONAL MAGAZINE
Edited by Joe Mitchell Chapple
Boston, Mass., Nov. 16, 1912.

Mr. B. B. Herbert,
National Printer-Journalist,
Chicago, Ill.

My dear Father Herbert:

Permit me to extend hearty and sincere congratulations on your indispensable publication, the *National Printer-Journalist*. There are few if any periodicals in the country that have done as much as the *Printer-Journalist*. Its pages have inspired more young men and made more printers than you can ever realize.

We all feel that you are not only related to us in a vocational way, but by the blood as well for you have certainly devoted your life unselfishly and unceasingly to a great cause.

Here's wishing you all manner of success for the coming years, such as you richly deserve.

With cordial best wishes, believe me,

Yours sincerely,
Joe Mitchell Chapple.

"Profitable and Useful"

ISAAC H. BLANCHARD COMPANY
Printers
418-426 W. Twenty-Fifth Street
New York, Nov. 18, 1912.

Mr. B. B. Herbert,
National Printer-Journalist,
Chicago, Ill.

My dear Mr. Herbert:

I am writing this letter to congratulate you on your twenty-fifth anniversary of a business connection now approaching. May you find your remaining years even more enjoyable, profitable, and useful, both to yourself and your fellows as have been those of the past.

With loving regards, I am

Yours very truly,
Isaac H. Blanchard Company.

"Happiness—Evidence of Fruit of Useful Effort"

OSWEGO MACHINE WORKS
Oswego, N. Y., Nov. 18, 1912.

Mr. B. B. Herbert,
Editor *National Printer-Journalist*,
4618 W. Ravenswood Park, Chicago, Ill.

Dear Mr. Herbert:

Your letter of the 9th inst. is just at hand and I just wish I could grasp you by the hand and present my heartiest congratulations to you in person, on the quarter century of the *National Printer-Journalist*. You should be very happy for you remember that definition of the word happiness. It is the evidence and fruit of useful effort, well done.

With best regards,

Yours very truly,
Niel Gray, Jr.

"Contributed In No Small Measure to the Success Achieved"

BEN FRANKLIN CLUB OF AMERICA
Chicago, Nov. 19, 1912.

Mr. B. B. Herbert,
National Printer-Journalist,
4618 W. Ravenswood Park, Chicago, Ill.

My dear Brother Herbert:

May I join with the rest of the throng in offering you my sincere congratulations on the occasion of your silver anniversary, and I take this opportunity of tendering you my sincere thanks for the many kindnesses which you have rendered the Ben Franklin movement.

The high esteem in which you are held must be to you a source of almost inexpressible satisfaction. You have striven to improve conditions in our craft for a quarter of a century, and you have contributed in no small measure to the success which has been achieved. The course covered does not resemble the blazing track of a meteor as it were, so much as the regularity and steady growing brilliancy of a planetary movement, which in time will, in brightness and majesty, be a "flaming forehead of the sky."

Sound judgment, quickness of preception, unwearied application and physical and moral courage, have marked your career, and the printing community has been the better for it.

May you be spared many years longer to wield the pen, which is mightier than the sword, in the interests of the sixth industry of this marvelous country.

Cordially and sincerely yours,
Ben Franklin Club of America,
Henry Allen, Secy.

"Printing and Journalistic Fields Benefit"

BEN FRANKLIN CLUB OF CLEVELAND
Office of the Secretary

Cleveland, Nov. 19, 1912.

Mr. B. B. Herbert,
National Printer-Journalist,
Chicago, Ill.

My dear Mr. Herbert:

Twenty-five years for such a magazine as the *National Printer-Journalist* means something to the printing business. I congratulate you on your twenty-fifth anniversary in the belief that the printing and journalistic fields in the United States have been influenced to no small degree by the work you have done, and the standards you have set.

Truly yours,
Ben Franklin Club of Cleveland,
Charles F. McElroy, Secy.

"A Good Magazine"

THE PUBLISHERS' GUIDE
117 E. 24th Street

New York, Nov. 23, 1912.

Mr. B. B. Herbert,
Editor *National Printer-Journalist*,
Chicago, Ill.

I am glad of this chance to offer my personal congratulations on the occasion of the silver wedding of a good man and a good magazine, and to wish continued success and happiness for both.

Sincerely yours,
Fred B. Appleget.

"Done Splendid Work for the Cause"

THE EDITOR AND PUBLISHER AND JOURNALIST

New York, Nov. 19, 1912.

B. B. Herbert, Esq.,
National Printer-Journalist,
4618 Ravenswood Park, Chicago, Ill.

My dear Mr. Herbert:

Allow me to congratulate you on the fact that the *National Printer-Journalist* will, with its December issue, round out the first quarter of a century of its existence.

Yours was, I believe, one of the earliest publications to be founded in this country for the benefit of the editorial and mechanical departments of newspaper offices. During the time that has elapsed since your publication first saw the light, you have done splendid work for the cause. I do not know of anyone at this moment who has been so indefatigable, in season and out of season, in furthering the best interests of the newspaper men and their numerous organizations.

You have dispensed real wisdom from the editorial tripod. You have not been carried away by the fads and fashions of the hour. You have built upon a good foundation and all the timbers that have entered into the structure have been sound to the core. You have preached the gospel of optimism, gentleness, and peace, but you have not hesitated to criticise men and methods when they deserved it.

May you be spared to us for many years and may the *National Printer-Journalist* ever be found on the right side of every question that arises in the newspaper field.

Yours sincerely,
Frank Leroy Blanchard, Editor.

"Brimful of Just the Right Kind of Information"

J. W. BUTLER PAPER COMPANY
Established 1844

Chicago, Nov. 20, 1912.

Mr. B. B. Herbert,
Editor *National Printer-Journalist*,
4618 Ravenswood Park, Chicago, Ill.

Dear Mr. Herbert:

The *National Printer-Journalist* has steadily improved in every way, and it is now one of the best printed mediums in its field.

Each issue is *brimful of just the kind of information* which should make it a close friend of every printer and publisher, and this is the sort of material that ought to make the *National Printer-Journalist* a good advertising proposition for concerns selling to printers and publishers.

We wish you abundant success.

Yours very truly,
J. W. Butler Paper Company,
E. A. Julius, Adv. Mgr.

"Ideals Admired"

GLOBE ENGRAVING & ELECTROTYPE CO.
701–721 South Dearborn Street

Chicago, Nov. 13, 1912.

Mr. B. B. Herbert,
Editor *National Printer-Journalist*,
4618 Ravenswood Park, Chicago.

Dear Mr. Herbert:

We are surprised and pleased to know that we have been advertising in and reading the *National Printer-Journalist* for a full quarter century, and take unusual pleasure in stating that we think as well, or better of the paper today than at any time in its history. We admire your ideals and appreciate your efforts in behalf of the printing and allied trades.

With the hope that we may have the benefit of your good work and advice for many years more, we remain,

Yours sincerely,
Globe Eng. & Electro. Co.
Geo. H. Benedict.

"Friend of Both Printer and Publisher"

MISSOURI PRESS ASSOCIATION

Fulton, Mo., Nov. 15, 1912.

Col. B. B. Herbert,
Chicago, Ill.

Dear Colonel Herbert:

The *National Printer-Journalist*, and you as its editor, are to be congratulated on its silver anniversary. Many journals are established, but few live to celebrate a twenty-fifth anniversary. The *National Printer-Journalist* has deserved to live, for it has sought the betterment of the trade and the profession for which it is spokesman, and its evidences of prosperity indicate that it has received, in some proportion the patronage which it has so richly merited.

You have been the friend of both the printer and the publisher during the most important years in the history of the two lines of endeavor, and I feel that some of the progress that has been made is due to your unceasing efforts.

May the *National Printer-Journalist* survive many years, and may you, its editor, continue to find in your work both joy and satisfaction.

Very truly yours,
Ovid Bell, Pres.

"Doing Good Work"

FREEPORT JOURNAL

Freeport, Ill., Nov. 18, 1912.

MR. B. B. HERBERT,
Editor and Publisher *National Printer-Journalist*,
4618 W. Ravenswood Park, Chicago, Ill.

My dear Mr. Herbert:

We have long been personally acquainted. I know that you are doing a good work in publishing the *National Printer-Journalist*, and I am glad that at the end of a quarter of a century you can look back on the good work you have accomplished, and I hope you will keep up your good work for another quarter of a century.

Very respectfully,
SMITH D. ATKINS.

Greetings From John Marder, for Fifty Years a Type Founder

Palisades, N. Y., Nov. 20, 1912.

B. B. HERBERT,
Editor *National Printer-Journalist*,
Chicago, Ill.

Dear Mr. Herbert:

I am glad that you have been able to carry your work through twenty-five years in building up a paper and business largely in the interest of the printing and publishing interests and I congratulate you on the success of the enterprise and the good that you have been to others in your life calling. I believe I can say, without boasting, that I faithfully served the printers and publishers for nearly a half a century, the first half of which was a constant struggle for existence and progress in building up the business to a point where it could stand alone.

Twenty-five years ago there were in the United States about thirty type casting foundries. I will mention the larger of these and the most prominent at the head of which was MacKellars, Smith & Jordan, Farmer Little Co., Geo. Bruce & Son Co., W. & J. Conner, Phelps, Dalton & Co., Boston Type Foundry. These were all located in the East. In the West we had Marder, Luse & Co., Barnhart Bros. & Spindler, Allison & Smith, Cincinnati Type Foundry, Central Type Foundry and the St. Louis Type Foundry.

I mention these to show what changes there have been in the past twenty-five years. The type business was checked from greater growth by the introduction of machine composition, which was made practical by the improvement of the Mergenthaler machine. This made almost valueless the large number of roman matrices of the type foundries which had been very expensive from the fact that they were all produced by hard work. Taking the newspaper type from the business was a great blow to every foundry in the country, as two-thirds of foundries cast very few faces except roman newspaper type.

This fact, and the keen and unscrupulous competition for business had much to do in the organization of the American Type Founders Co. in 1893, and the buying by that company, of twenty-three of the type foundries and all except one of those which I mentioned. Only one of those mentioned is now in existence and, if I remember correctly, we have only five now doing business, including the American.

The others have closed and sold out on account of the lack of sufficient business to make them pay as an investment. "How have the mighty fallen." We used to think that MacKellar, Smith & Jordan Co., with its splendid equipment, the best in the world, and its large capital and first class organization, would be with us for all time, but like its owners, it has ended in the grave, and so with most of the old firms.

In this connection permit me to mention the American System of Interchangeable Type Bodies introduced by Marder, Luse & Co. in 1879, the work of which was begun at the Chicago office when the foundry was destroyed. This system was afterwards recognized by the Type Founders Association at a meeting at Niagara Falls in 1886 and named the Point System, by which it is now known, but it was only a ruse under a different name, but it filled a great want for the printer who, before this System, had to justify by faith on card board of which he happened to be possessed.

Your sincere friend and comrade,
JOHN MARDER.

"Make the World Brighter and Better"

THE FRATERNAL RECORD

Jacksonville, Florida, Nov. 19, 1912.

B. B. HERBERT,
National Printer-Journalist,
Chicago, Ill.

Dear Brother Herbert:

I note with pleasure the closing of the first quarter of a century of the *National Printer-Journalist* in a blaze of glory. I have been a reader of the *Printer-Journalist* for nearly twenty years, and have always found it helpful. You have done a great and a good work and your thousands of friends appreciate your efforts.

You have made the world brighter and better, standing always for the men who work with hands, think with brains, and love with hearts. May you go on increasing the dimples of joy to the end.

There is but one Herbert in all the world, and but one *Printer-Journalist*.

Yours very truly,
J. W. WHITE,
Past Pres. Florida Press Assn.

"Blazed the Way for Making Journalism a Profession Instead of a Trade"

THE NORTHWESTERN AGRICULTURIST

523-529 Seventh Street South
Minneapolis, Minn., Nov. 19, 1912.

MR. B. B. HERBERT,
Publisher *National Printer-Journalist*,
4618 W. Ravenswood Park, Chicago, Ill.

Dear Mr. Herbert:

I want to congratulate you upon your great life-work, now approaching the end of the first quarter century. You have blazed the way in the mission of making journalism a profession instead of a trade, and in crystallizing its principles and ethics. I believe that the *National Printer-Journalist* was the pioneer in such work, and you have been recognized at all times and everywhere throughout the United States as the father of the first national organization of editors, the National Editorial Association; every editor, therefore, owes you a debt.

I was prouder of being nominated and elected president of the National Editorial Association than I was recently of being nominated for governor of Minnesota. I do not know what your politics are, but I do know that as a journalist you are a Progressive.

I hope that you will continue your good work until you can celebrate your semi-centennial, if not indeed your centennial.

Yours cordially,
P. V. COLLINS,
Past Pres. Natl. Press Assn.

"A Great Benefit to the Printing Industry"

THE MUSCATINE JOURNAL

Muscatine, Iowa, Nov. 20, 1912.

MR. B. B. HERBERT,
Chicago, Ill.

Dear Sir:

I wish to offer my congratulations on your silver anniversary, and trust that the prosperity and good luck which have attended you the past years will continue for another quarter of a century.

Your paper is a great benefit to the printing industry and is highly prized by every publisher in the country.

With kindest personal regards, and a sincere wish that your silver anniversary's edition will be a great success, I remain,

Sincerely yours,
FRANK D. THROOP, Publisher.

"Respect and Esteem By Contemporaries"

THE MASTER PRINTER
929 Chestnut Street

Philadelphia, Nov. 19, 1912.

MR. B. B. HERBERT,
Editor *National Printer-Journalist*,
Chicago, Ill.

Dear Mr. Herbert:

It was with real interest and delight that I learned of the approaching quarter-centennial of the *National Printer-Journalist*, the paper which you have built up and carried along so successfully, and I think it is but due you at this time to say that there is no other one connected with printing trade journalism, who is held with so much respect and esteem by contemporaries as yourself. This is but natural, for all realize that you represent the highest ideals in trade paper journalism.

May your good paper live on, uninterrupted by anything save success, and may you have the good health and years to keep the *National Printer-Journalist* in the position it now holds among American journals.

With kind personal regards and heartiest congratulations, I remain,

Very truly yours,
THE MASTER PRINTER,
Mr. B. Hail, Jr., Managing Editor.

UNITED TYPOTHETAE OF AMERICA
1650 Transportation Building

Chicago, Ill., Nov. 19, 1912.

MR. B. B. HERBERT,
4618 W. Ravenswood Park,
Chicago, *Ill.*

Dear Mr. Herbert:

We desire to congratulate you on your twenty-fifth anniversary and express the hope that you may enjoy many more years of active work in the journalistic field.

Very truly yours,
FRANKLIN W. HEATH.

"Wonderfully Interesting and Valuable"

CHARLES FRANCIS PRESS
30-32 W. 13th Street

New York, Nov. 18, 1912.

The *National Printer-Journalist* under the direction of B. B. Herbert has continued on the even tenor of its way as an organ of publicity and utility for a quarter of a century, and is and always has been a wonderfully interesting and valuable journal. Long life to it.

CHAS. FRANCIS.

"Complimented for Work Accomplished"

THE BIG FOUR PRINTING INK CO.

Battle Creek, Mich., Nov. 19, 1912.

B. B. HERBERT,
Publisher *National Printer-Journalist*,
Ravenswood Park, Chicago, Ill.

Dear Mr. Herbert:

I think that you are to be complimented on the work that you have accomplished through your medium, and we certainly wish you all kinds of success, which you so richly deserve.

Yours very truly,
THE BIG FOUR PRINTING INK CO.,
Frank A. Rigler, Treas., Gen. Mgr.

"Work for the Elevation of the Newspaper and Printing Business of the Very Highest Order"

THE MANUFACTURING JEWELER
42 Weybosset Street

Providence, R. I., Nov. 18, 1912.

NATIONAL PRINTER-JOURNALIST,
4618 W. Ravenswood Park, Chicago, Ill.

Dear Father Herbert:

I wish to congratulate you on attaining the mature age of twenty-five years for the *National Printer-Journalist*, and to assure you that in common with thousands of others I regard your work for the elevation of the newspaper and printing business is of the very highest value. It is now some three years since I myself issued a Silver Anniversary Number; therefore I realize by experience the vast amount of work, patience and industry that is required to establish a trade paper, to nurse it along, and to enable it to successfully complete a quarter of a century. That you have done so in a somewhat difficult field is entirely to your credit. It may interest you to know that while pursuing your somewhat difficult pathway you have won and held the esteem and affection of the newspaper men all over the country in a remarkable degree.

Wishing you continued and increasing success, I am,

Yours fraternally,
WALTER B. FROST.

"An Enormous Amount of Thought and Labor"

C. B. COTTRELL & SONS CO.
No. 25 Madison Square North

New York, Nov. 15, 1912.

MR. B. B. HERBERT,
National Printer-Journalist,
Ravenswood, Chicago, Ill.

Dear Mr. Herbert:

We are very much interested in your announcement that this year closes the twenty-fifth year of the *National Printer-Journalist* under the same editorship and control. This quarter century means an enormous amount of thought and labor devoted to the development and best interests of the editorial fraternity. No amount of financial return would be adequate to express the value of such work in the cause of the general good. We hope that your health and strength may be spared for many years to come.

Congratulating you on your success in the truest and highest sense, we are,

Yours very truly,
C. B. COTTRELL & SONS CO.
Herbert L. Baker.

(*Continued on page 853*)

Suggestions on Efficiency

By Channing Barnes

THE first step toward solving a problem is to fix a definite standard of attainment — to find out what you want to accomplish. In printing one supposedly wants to make money, even though so many plants seem to be influenced by the desire to do a large amount of business regardless of the profit made.

To make money one must increase the quality and decrease the manufacturing cost. Here, then, we find the first mistake in the practice of printers. Their mental attitude associates quality and cost — or art and production. For this reason, from the front office to the apprentice, the mind cannot realize that art and design are in one field, and manufacturing or production in another. We sell the combination of the two in the finished product, and because our work is in comparatively small jobs we never take heed to their separation.

The carpenter may do odd jobs by the day, the plumber by the hour, but the printer takes his small jobs at a fixed price. But the carpenter or plumber will not estimate on building or plumbing a house unless he has complete specifications as to the materials to be used, and is given a plan showing where each scantling is to be placed or each pipe is to run.

Yet behold the gentle printer estimating on a catalogue. If fortunate, he has specifications as to stock, ink, and binding. He may even have very good layouts for the pages. Yet how often does he forget to find out how much time it will take to mortise and true-up cuts, to be sure that the layout is workable in type, or to provide against the thousand and one things that will come up in the course of a job? On the contrary, the job is dumped on the desk — miscellaneous scraps of copy, fifty-seven varieties of cuts — with the indefinite instruction to "get up something tasty."

If he is prepared to be a real printer he will give his customer two things — high service and a low manufacturing price. To do this he must educate his customer to the idea of the separation of the two branches, and he will first offer his service. This service consists in planning the job on a fee basis. An excellent estimate for the fee is a charge of a per cent, say from ten to twenty, on the manufacturing cost, depending on the amount of work involved plus what can be charged for the reputation and ability of the printer as an artist and architect of good printing. Until the job is accepted it in no way enters into the manufacturing problem.

The first step then is in the architectural part, and this may include much or little, according to how you are soliciting business. To my way of thinking, service includes the making of dummies showing the sketched-in, rough draft of the page, the editing or writing of the copy, and a complete specification of materials for the job. Now you may do this in a short talk, convincing the customer of your ability, or you may originate and sell to him the whole advertising idea to be carried out in type according to your layout. In any case, all preliminary work, sketching, estimating, setting sample pages, and the product for your thought must be placed in available form and charged as a separate job. This is handled in an excellent way in one plant by using an estimate envelope of convenient filing size and carrying a preliminary job number. This will contain correspondence, memoranda of salesman's calls with a formal estimate form on the outside and record of the work done. Against this preliminary ticket is charged all preliminary work done in the plant, for which departments are credited at regular rates.

In the event that the job is lost the sales department is obliged to shoulder this expense. Of course, as before stated, real ideas, definite specifications, and dummies should be submitted for a fee and every printer should realize this and educate his customers to the idea.

For similar service, business houses pay good money to their advertising men or agencies. If your customer wishes, now is the time to give him the printing estimate based on manufacturing prices only, or sell him your specifications and plans and let him get bids from others. Many master printers who are failures in the combination of manufacturer and artist could make a good living as printing architects.

Do not make the mistake of charging any part of this preliminary work to a manufacturing department. Your composing-room foreman wants to make money in his department, and nothing will discourage him so much as to take his time (which he always needs, or he is no good) to experiment, only to find out "we have lost the job." The pressman dislikes leaving rush work to take color proofs only to be called on the carpet the next day because his promises have not been fulfilled. Rather encourage heads of departments to enter into the selling end and to do their best to originate an idea that may sell the job. Then see that their time, and the time in their department, is credited in your cost system. In this way foremen will feel they have earned their salary, instead of frittering away their time to non-chargeable accounts.

Suppose you land the job. Here at once you have in your preliminary ticket definite data of talks, plans, and style. This alone will pay for the cost of the systematic preliminary work on another job that you may lose.

The preliminary ticket is now used to fill out

the manufacturing order or ticket, and the cost charged against the job. The former ticket itself should be filed, with correspondence and all records inside, until the job is finished, when it may become a part of the manufacturing ticket.

An excellent method is the filing of both successful and unsuccessful preliminary tickets where they may be referred to for future sales efforts and where they will furnish constant data for ascertaining a buyer's prejudice or tastes, so when you approach him the next time you can think up a different sales plan if necessary.

Here I will make the point that no set forms — no particular system that may be devised for more than one business — is applicable to your business. An outside viewpoint, or a system with similar underlying basic facts, may be necessary for you, but unless the fundamentals of this outside system are worked out step by step, that system will not bring you the best results.

It would be fully as sensible to take a patent medicine cure-all when you are really sick as to attempt to make your business attain its highest efficiency by a dose of so-called system. A business has as individual a personality as a man. So what is said in these articles should be applied to the individual business. Take the principles suggested, consider their application to your needs, lay out the machinery to gain the end completely, then simplify and simplify. When your business shows other needs, change your methods. A business that does not change will never grow, and to place a living business in a straight-jacket of system is as dangerous as to let it run wild, or, like Topsy, "jes' grow."

For instance, the writer made his first and most important discoveries in scientific management in a country shop where he had only himself to boss. Who of us of the country newspaper fraternity have not a thousand and one things to do on the spur of the moment? Feed presses, take in a free reading notice, start to set a nice job and have to hustle over to the train to see who is going away or who is arriving "in our midst."

Yet I discovered that by regulating my mode of thought, by laying out my day's work ahead — to set ads at such a time — to get locals at such a time — to plan my jobs at such a time (providence and the fire gong permitting) that I could accomplish much more at less expense of energy.

Therefore these elaborate plans can be concentrated and used in the smallest print shop. They imply habit of thought, and foresight instead of hindsight.

Two partners running a Gordon shop had an office just big enough for two people, and yet in three card files carried, in black and white, all their prospective customers and the preliminary sales data, their bookkeeping and manufacturing data ready for instant reference.

The moment the job is accepted it becomes a manufacturing problem and is to be considered as such. Manufacturing, be it printing, machines, or mouse traps, must include still more definite planning than has been done in the preliminary work. It involves the adaptation of the original plan to shop conditions as to equipment, delivery, and economy of time and material.

The Planning Room

To accomplish this, the planning room is a necessity, and the writer will merely suggest the application of the Taylor ideas to the printing plant.

The planning department is the fountain-head and center of all the activities of the different departments. It should be the co-ordinating force — the central brain from which the nerves radiate to every corner. To successfully accomplish this apparently impossible task, it should be equipped with all the data of the past experience of the plant and should become the collecting point for all necessary details respecting each job, each department, and, I firmly believe, ultimately each individual workman. The aim should be to centralize for instant reference all past experience as to administration methods, craftsmanship, and individual development, collect and digest future details, establish standards, and remedy defects.

We will now consider the job as it enters the planning room. The job envelope should carry specifications for style of composition, size of page, and all the usual details provided for in the best forms now in use. It should further specify plates, cuts, form of lock-up, and press to be run on. These details must be provided for down to the last item. If impossible to supply these in the first draft they should be set down in advance of the progress of the work. From this envelope, production orders should be issued to the different departments and individuals. The question of orders to individuals will be left until later. To quote an executive in a large printing plant where scientific management has been worked out to a wonderful success: "First approach your materials, and when all problems are solved, tackle the personal problem."

Each department head should have a share in the planning of his work, and this is best accomplished by his reporting daily at the planning room, where he will assist in planning new work and will be consulted on the status of his department for the twenty-four hours previous.

Except for sudden emergencies, which may be usually handled by phone or by messenger, this is the only time a department head — supposedly skilled and whose time is most valuable — should be called away from his work.

Further consultations should be held with all

department heads together for planning general policies and promoting good fellowship. Yet often the most ludicrous and costly mistakes are made by various attempts at co-ordination. The weekly luncheon meeting develops into one of several things, none of which amount to much. Either the men get together and make suggestions, register kicks, and get into arguments with resulting hard feeling, or, on the other hand, good feeling prevails and, their minds relieved from work-tension, the men spend the time in good-natured joshing. Perhaps a pressman has some ideas about the way his forms should come to him. The compositor takes it up and presents his side. They each want to prove something but they find the job has gone through, or the exhibit is somewhere else.

Again, under the present system we have the manager who, hurried and driven by pressure of business, needs immediate information from a foreman. He pushes a button and the foreman leaves his work. Not knowing what information will be required he is obliged to go back to get it. Then by the time the point is settled he finds a press idle for an O. K. or several items held up by his absence. So it goes, a farce in management.

To remedy this the manager should at any time be able to step into his planning room and see the present status of each job, of each department, and the work schedule for twenty-four hours ahead. Here in fifteen minutes with his department heads he can make an entire change of work throughout the shop. Here, too, he may change, in a few minutes, the operations going on in different departments on the same job, because here is contained all the machinery for the organization, direction and enforcement of orders.

MINNESOTA IN NOVEMBER

Amateur Kodak Views from Mrs. Dr. W. M. Sweney, Red Wing, Minn.

The next article will deal with the lay-out and procedure of the job in the composing room.

✣ ✣ ✣

The Philadelphia Club of Printing House Craftsmen held their monthly dinner and banquet at Continental hotel on November 14, with Mr. Chas. A. Stinson, president, in the chair.

After the dinner Mr. Stinson introduced Mr. Arthur S. Allen, who addressed the club on "Color and Its Relation to Printing."

Mr. Allen is a most able speaker and his talk brought out many good and interesting points. He is advocating a standard for the artist and the printer so that the printer may be able to match the artist's colors.

After the elaborate program which the entertainment committee had prepared the meeting adjourned by singing the ode.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 352 Wyoming Ave., Scranton, Pa.

To My Friends Old and New

I AM writing this for the December issue. I wish I had more matter on hand to give you some assistance in your Christmas advertising. But you see that I have come back to you again after two years' vacation, and I do not seem to have on hand things sufficient to give hints on Christmas publicity. I had a letter that my old friend, Eugene Biggers, of Corsicana, Tex., wrote (or was it my old friend Hal Marchbanks, formerly of Inez, Tex., but now I believe of the Hill Publishing Co., of New York City, N. Y.?). One of these sent a sock at Christmas time (said sock being about two inches high) with a beautiful letter telling what could be done for the recipient of the letter should he desire to have any printing done at the Christmas season. And when I say "he," honestly I do not know whether it is Biggers or Marchbanks about whom I am speaking; but all those Texas fellers have writ their name so large on the history of advertising typography that it might be any one of them, and I am not so sure that the man who sent this beautiful Christmas message was not Hal Roorbach — "a glorious youth who perished in his prime."

Remember, readers and friends of mine, I am dictating this month's department in my bed, suffering from an accident, and it may be disconnected — and so much that you may not quite understand all that I am trying to tell you — and there may be some things that I may be saying, to quote Kipling's poem, that you will see are:

"In jesting guise,
But ye are wise;
And ye know what the jest is worth."

Now I should like to have you printers and publishers send me in advance — say two months in advance — of the various seasons some of your work that you have produced for, say the different holidays of the revolving years. Would you be so very kind as to send me (say two months in advance) what you have done for the festival of St. Valentines, either for yourself or for your customers. And after that of course there is the festival of St. Patrick, March 17 — the day on which we celebrate the man that was born at midnight between the days of March 8 and 9, which dates, added together, make 17.

Now, boys and girls, I want you to help me out in this work. I am willing absolutely and positively to devote my time to this work of increasing the advertising, that you may obtain, both in your job departments and in the pages of your newspapers, considerably more than would be paid for by any personal emolument as to the actual cash obtained for such work. I have an idea that I can help you, and I want to help you in every way I can. For the last several years I have written to printers and publishers and other advertisers all over Canada, England, the United States and elsewhere, asking them if they would tell me how much money they had actually made out of any advertising they did by means of newspaper advertising and job printing. I wanted them to tell me the exact money they had received from different kinds of advertising — from different "pieces," in fact; because I thought I would be able to tell others exactly what kind of advertising had actually brought returns which were remunerative. I think today that I have more exact data as to what advertising has really brought absolutely remunerative results; as to what advertising has not made good and I think that I will be able within the next year or two to put before the readers of the National Printer-Journalist real live, up-to-date data, such as has never appeared in any paper devoted to printing or advertising.

✣ ✣ ✣

More Space

In one of the recent issues of the Meridian, Tenn., Evening Star a local firm used twenty-two pages in the daily. The next day they used twenty-three in the weekly, making a total of forty-five pages in all. Whether such advertising as this is in the last analysis profitable is a matter open to considerable discussion. I have very carefully asked the advertisers who have used great amounts of space in newspapers as to whether it paid them or not. For the most part the advertisers have said "Yes, it has paid us well." I have, however, received letters from wholesalers, jobbers, etc., complaining that there has been a "holdup" on the part of the various advertisers who asked them to send cuts of their various products which the local

dealer retailed, and also, asked them, in many instances, to bear with the retailer the cost of the local advertisement. I have also received communications from local merchants that are rivals of the firm that is doing the splurge. I am going to make a careful analysis some day of all these factors that enter into local advertising. I have prepared statistics that I think will stir up some of the dry bones of advertisers in cities of anywhere from one thousand to four million population. Advertising is not an exact science as yet, but it is a much greater science than most people who have not been up against it, day after day, or month after month, or year after year, would persuade you to believe.

* * *

"Night in Little Rock"

With the compliments of the Arkansas Gazette, which claims to be "The State's Leading Newspaper" comes a very striking brochure — honestly I think that even my friend Mr. Fish, of the Fish Printing Co., of Boston, would not take exception to my using the word "brochure" in this case. I am dwelling at present in a city which they call "the Electric City," and such a book was produced showing how Scranton looks at night. But Scranton is really a one-streeted city at night. Little Rock appears to be generally electric-lighted, although there is no street so brilliantly lighted as Lackawanna avenue in this city. What I am getting at is that I do love to see a newspaper come out and show advertisers in Chicago, New York, Boston, and elsewhere, what the city in which it has its local habitation and name can produce in the way of something to attract the possible future citizen of such a community. Well, I will talk more about this at some future time.

* * *

Lost — A Hotel

William E. Moffitt, the live wire in the advertising department of the Pittsburg, Pa., Leader, has called my attention to a rather remarkable situation in connection with want ad advertising. It seems that one, Orwin S. Cohley, of the United States Marine Corps, appeared at the Leader office after ten days of fruitless search with an appeal that this newspaper find his hotel. One day last month Mr. Cohley was honorably discharged from the marine corps in New York and that night came to Pittsburg. Leaving Union Station he walked to a hotel that so far as he could remember was about two blocks from the depot.

The next morning, without inquiring the name or the location of the hotel, although he was a stranger in the city, he went out for a walk. Fifteen minutes later he discovered he was lost. For ten days he spent his time looking for the hotel.

Although Mr. Cohley, when he went to the want department of the newspaper, said that he had not imbibed any liquid refreshments before coming there, he had undoubtedly lost his hotel, and so the following ad appeared in the want columns of the Leader:

"LOST — Down town hotel; finder please return to distressed marine."

The clerk of the Hotel Briggle, 974 Liberty avenue, Pittsburg, reads the Leader, and read about the distressed marine, and remembered about a room, mysteriously abandoned in his hostelry. A suit case and a pair of new shoes had been left behind.

The clerk, apparently afraid of infernal machines, was loth to open the valise, so he called in Patrolman Reese. The latter officiated at the opening exercises, and found, in addition to the valuable papers — a bottle of whiskey, two-thirds empty.

It was announced in the Leader that Ex-Marine Cohley could have his belongings by identifying the contents of the suitcase and demonstrating that his feet fit the abandoned shoes.

* * *

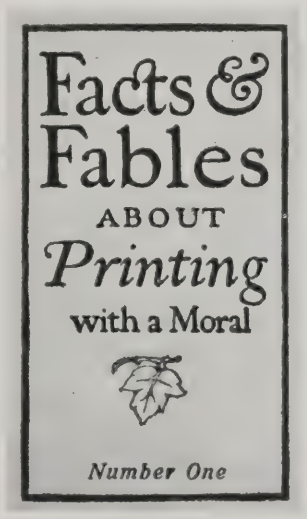
Four-Flushing

There is only one kind of four-flushing that is ever good, and that is in the game of life, when you haven't all the cards, to four-flush a heart full of joy.

* * *

"Facts and Fables"

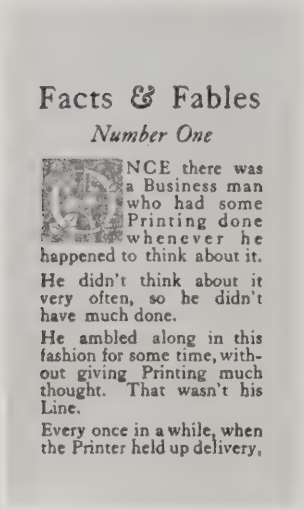
Now here is my old friend, the Blanchard Press, of which Isaac H. Blanchard, wizard of intellectual typography, is the owner and the master spirit. Here is a book that is "Printed on Canterbury Old Style Buck, 25x38-80, Coffee." The "Coffee" is



No. 1a

evidently "Café Aulait" and with a very considerable "Milky Way" about it at that. Honest Injun, though, I think that this is worthy of being shown because of its modern ancientry. It is 3½ by 2⅛ inches, and on this stock the text is printed in a pleasing brown and a dark green. For instance, the ruled work (1a), and the ornament on the cover

is in brown. Now I am going to show you, as 1b, page 1 of this booklet. Only the initial is in brown, and you must allow a certain sinking on the page before the heading "Facts and Fables." I am going to give you all this book and will call the other



Facts & Fables

Number One

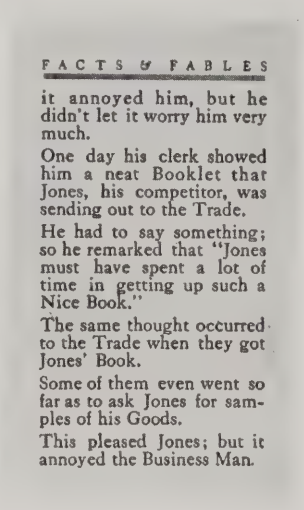
ONCE there was a Business man who had some Printing done whenever he happened to think about it.

He didn't think about it very often, so he didn't have much done.

He ambled along in this fashion for some time, without giving Printing much thought. That wasn't his Line.

Every once in a while, when the Printer held up delivery,

No. 1b



FACTS & FABLES

it annoyed him, but he didn't let it worry him very much.

One day his clerk showed him a neat Booklet that Jones, his competitor, was sending out to the Trade.

He had to say something; so he remarked that "Jones must have spent a lot of time in getting up such a Nice Book."

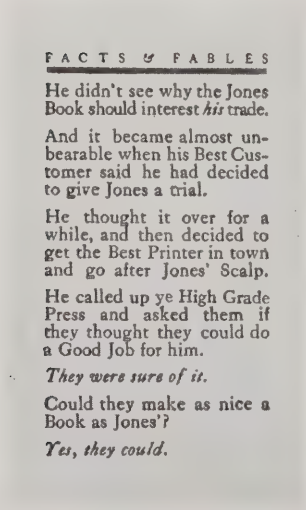
The same thought occurred to the Trade when they got Jones' Book.

Some of them even went so far as to ask Jones for samples of his Goods.

This pleased Jones; but it annoyed the Business Man.

No. 1c

pages 1c, 1d, and 1e. I want you to read these pages. The rule work under the words "Facts & Fables" is in the brown, which is really a sort of orange brown. I want you to look at 1e and see how they run the parens. The last time I saw Isaac H. Blanchard was in St. Catherines, Ont., when he went up on the 29th of September to deliver a lecture on the cost of printing and how to



FACTS & FABLES

He didn't see why the Jones Book should interest *his* trade.

And it became almost unbearable when his Best Customer said he had decided to give Jones a trial.

He thought it over for a while, and then decided to get the Best Printer in town and go after Jones' Scalp.

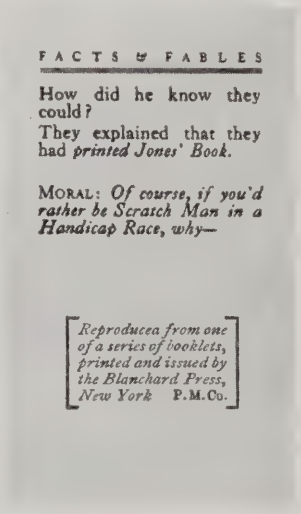
He called up ye High Grade Press and asked them if they thought they could do a Good Job for him.

They were sure of it.

Could they make as nice a Book as Jones'?

Yes, they could.

No. 1d



FACTS & FABLES

How did he know they could?

They explained that they had *printed Jones' Book.*

MORAL: *Of course, if you'd rather be Scratch Man in a Handicap Race, why—*

Reproducea from one of a series of booklets, printed and issued by the Blanchard Press, New York P.M.Co.

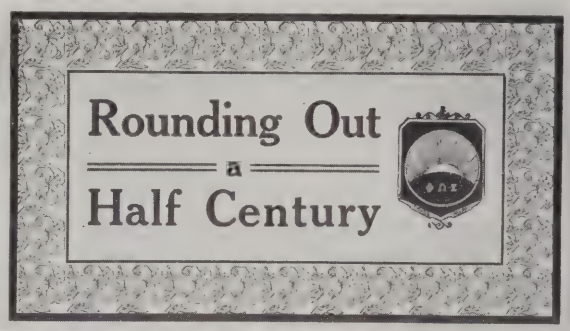
No. 1e

figure it. He had never been to Canada before and he went prepared for the worst with winter clothing, and the day he struck St. Catherines the weather man reported 89 in the shade. He sat on the table for four hours minus coat, waistcoat and tie. He delivered an oration which should be engraved on the heart of every printer, the keynote of which were those beautiful words of Marmion: "Charge, Chester, Charge!" I do not know whether at the present time Mr. Blanchard is 116⅜ feet from Broadway or not, but he is probably somewhere near there.

✣ ✣ ✣

"Rounding Out a Half Century"

I remember one night when I was walking down the pike and was within about sixteen miles of home, after having walked whatever the remainder is after taking sixteen miles from forty-eight miles, I came in the wondrous twilight on a field of lilies of the same kind as are on this folder that I am herewith reproducing — and there is one very remarkable thing that it is well to heed as regards publicity. Possibly you have read how, when Wordsworth, who was wandering "lonely as a cloud" (and I have seen some clouds that looked pretty lonely myself) he came in sight of a group of golden daffodils and he felt real good with himself and all the world. I felt that way when I came across those lilies. And really that is one of the things that appeals to the country-bred. And do you know that very few of us in this country come



No. 2a.

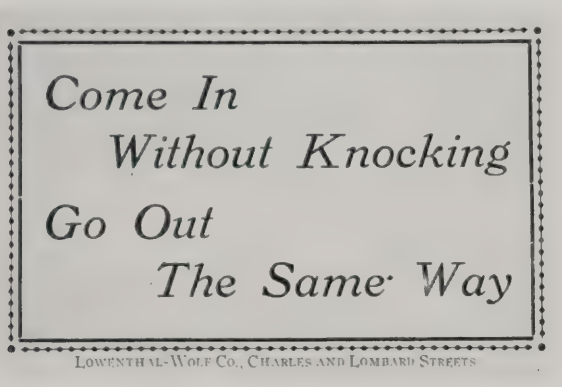
from the cities? Most of us are brought up in the country. And it is just some of these things that appeal to us most profoundly in any kind of literature; and of course in that new literature known as advertising. I am going to reproduce this lily border as No. 2a, used on a page of a folder by W. D. Wilson Printing Ink Co. I am dictating this message on my back. I am not quite so seriously injured as my friend Bill McQuigg, who I told you of in the September issue; but I am still suffering somewhat, and I cannot tell in this light whether this is going to reproduce well or not. However, I should like you to look at the page that I hope will be reproduced as No. 2b. I want to call your attention particularly to the rule work that is in red. I want you to look at these and see how the rule work fits in with the text. Something out of the ordinary, novel and worthy of being passed along. That Phi Omega Sigma sign is great to me — more great than most Greek to me — but we'll let it go at that.

✣ ✣ ✣

The Right Knock

I have this card (3a) in an envelope along with other matter from the Coyle Press of Frankfort,

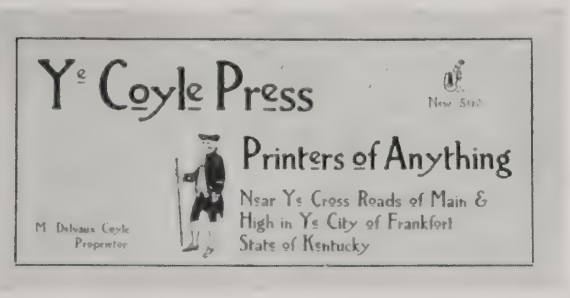
Ky. Maybe it is not in its right environment; but whether my old Irish-French friend, M. Delveaux Coyle, is the originator thereof or no, it is a pretty good motto and it is set in a way that expresses a calm modulation of diction. (Honestly, I don't know what this means myself, but I am in a hurry



No. 3a

about it and will let it go — if I had not said something about it people would have said it was very brilliant language. I spoil some of these periods sometimes by calling attention to them.)

Mr. Coyle, according to Hoyle, is "all right" with his cards. It is in purple, but dark purple, all but the green, which is the line "Printers of Anything," and the rule. I call this a very startling, original job. And the infinitesimal telephone cut takes my eye very strongly. I think it is a dandy. This I will show as 3b if the engravers in Chicago are as clever as Mr. Coyle.



No. 3b

✣ ✣ ✣

Look Out for the Kerns

An anonymous friend of mine sends me the advertisement that I herewith reproduce as No. 4. I mercifully take off from the bottom of this advertisement the really beautiful name-plate because this was not sent directly to me from the advertiser for reproduction.

The name-plate is really very fine and there is a heavy rule which balances very nicely with the rule at the top. The "6-12-12" at the head of the advertisement has the element of human interest as giving the date of the ad. Now I think from the other advertisement that was sent in, that the idea of the writer was to say "Nice Suits," but because of the damage that is naturally done to overhanging parts of an italic letter it looks very much as though the wording were "Nice Guts." These are things that

6-12-12

Nice Guts or Undermuslins

are fitting for one to give to one's intimate friends. The Yard stock of these, being made up most carefully, afford gift seekers abundant opportunity of securing pretty presents for brides or garduates.

Some Terse Hints

Combination Corset Cover and Skirt, trimmed with lace, embroidery or combinations of the two. Beautifully made, appropriately finished, $1, $1.50, $2.

Corset Cover and Drawers, $1 to $3.

Gowns begin at $1 in the prettier styles, but the really handsome ones which are bought so often for gift purposes, run from $3 to $5.

Low and high neck; long or short sleeves, $1 to $5.

Chemise are popular with many wearers in summer. They're here in very pretty effects, 50c. to $1.50.

Skirts are equally well made and as exquisitely trimmed. A royal variety. Long ones, $1 to $6. Short ones, 35c. to $2. Skeleton Skirts, 75c. to $2.

Drawers, 29c. to $2.50.

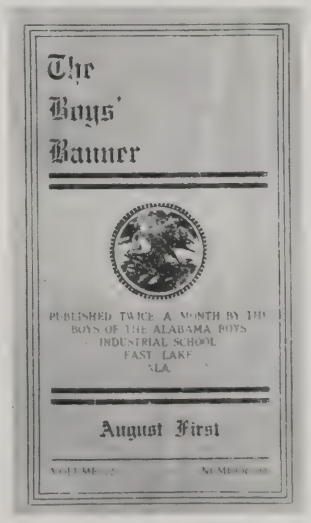
No. 4

the advertising designer needs to pay some attention to.

✣ ✣ ✣

"The Boys' Banner"

Really I am pleased to see the paper that is published twice a month by the class in printing of the Alabama Boys' Industrial School of East Lake,



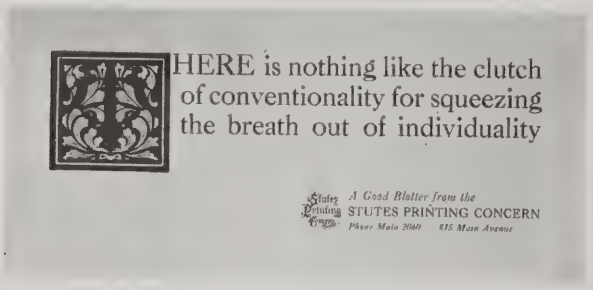
No. 5

Ala., and I feel sure that all the "Mrs."-es that are on the board of control of this school must be very much pleased with the work of these boys. I must especially pay my respects to Mrs. J. E. Reeves, whose name does not appear as one of the members of the board of control, but nevertheless is the author of that fine little poem, "The Boy with the Purpose." I rather like the layout of the page in the center of the book with the names of the members of the board of control, but, honestly, boys, do you not think that you could dispense with all ornaments on either side of the seal of Alabama? I think, too, that it would have been much better had you had a little space — a letter or two say — before the motto, "And His Banner Over Me Was Love." However, boys, it seems to me that your front page on bottle-green stock (No. 5), in red and brown and purple, is rather a remarkable design and distinctly out of the ordinary. Remember that this sort of design is hard to make anything out of, and you have done it in a way to deserve all credit. It is not the most easy thing in the world to give a three-short-line side heading to such a cover design as this, and it seems to me that you have carried this out most remarkably well.

✣ ✣ ✣

"The Clutch of Conventionality"

Now, E. S. Stutes, I suppose we will have to go to the "conventionality" of reproducing your more or less out-of-the-ordinary but still conventional —


HERE is nothing like the clutch of conventionality for squeezing the breath out of individuality
A Good Blotter from the
STUTES PRINTING CONCERN

No. 6

individually, so of course — it may take a half-tone to do it, still the way in which you have placed your original name-plate is worthy of a half-tone production. (No. 6.)

O, rare Stutes!
Oh! tell it to me!

✣ ✣ ✣

In Time for the New Year

Now here (No. 7) is a blotter from The Reporter Printing Company, who have had up to date twenty-eight successful years and are now entered on the twenty-ninth of the same caliber. Why, at the start of a year, should it be said that the firm was "better equipped than ever before to handle your 1913 business"? Why not leave out the year?

The only thing that gives me an idea, looking at this blotter, as to where the Reporter Printing Co. is located, is the union label, which has on the

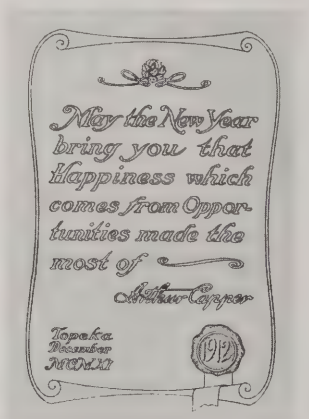
No. 7

bottom the words Fond du Lac, which I have reason to believe is in the State of Wisconsin.

✣ ✣ ✣

"A Capper from Capper"

Now this (No. 8) is the end of a folder sent me by the candidate for gubernatorial honors of the State of Kansas. [Since dictating this I find he is governor. Well, I predicted that some time ago.] I published a letter from one of his most ardent lieutenants in the last issue, or rather the latest issue. I should like very much to be able in this issue to reproduce more of the fine work that leading printers in the United States, Canada and elsewhere have produced in other years, so as to give advanced ideas for the new year to my very good friends that watch this department for advanced ideas. However, I will give you something in advance for the new year from Mr. Capper, who may be [is] the next governor of Kansas. And let me tell you, gentlemen, Kansas is a state that is writing her name large as a vociferent caller for the kind of reform that is liable to accomplish something C. Q. D. and P. D. Q. Really I should describe the particular code of this folder —



No. 8

the only thing against it being that the staples do not appear to have been fixed very adequately, consequently I do not know exactly how the aggrega-

tion was bound. I see the monogram, "A. C." and then the beautiful embossed figures telling of the New Year, and then one after another, between magazine rules, the following, which are evidently the periodicals over which Mr. Capper holds executive control:

Poultry Culture;
Household;
Missouri Valley Farmer;
Farmers Mail and Breeze;
Nebraska Farm Journal;
Missouri Ruralist;
Kansas Weekly Capital;
Topeka Daily Capital.

* * *

The Truth's New Stunt

I have written before this regarding the various stunts — if such a purist periodical as the official organ of the National Press Association will permit the word — but now I desire to give the news that the morning Tribune-Republican told of the Truth when it headed its first page article (Continued on page 18), "a stunt" — I must say "a stunt" the Tribune-Republican very seldom ever does. You can hardly understand how much I deprecate the North American of Philadelphia, when it gives two or three sticks of editorial matter on the first page, and then tells you to look on page 18 — and it is pretty hard sledding to find it there sometimes at that.

Undoubtedly you have heard that there was a series of games between the Red Sox and the baseball players of New York that were — and still are — known as the Giants.

Now, the Tribune-Republican thought so much of the "new process in printing" invented and evolved in the "Truth office," whereby the Truth was enabled to "beat the world" to the street with a complete box score of the world's series game between New York and Boston, forty-seven seconds after the telegraph flashed direct to the Truth office from the Polo grounds that bulletined Crandall's strikeout and the end of the game, the extra edition was ready for the newsboys, many minutes ahead of any paper in the country that carried a box score, and in the City of Scranton, fifteen minutes earlier than any paper that merely carried the bald result.

The crowd of three thousand persons that thronged the street in front of the Tribune-Republican-Truth building did not have time to disperse after the final bulletin before the newsboys swarmed into that crowd with the extra. Every department of the paper entered into the effort to get the news to the street almost as soon as the megaphone man could announce it.

The process by which the "Forty-Seven Seconds Extra" was accomplished is interesting if only for the fact that it was used by the Truth for the first time in the history of the world's newspaper printing. Ordinarily, the box scores of world's series games are sent over the wires some time after the end of the game. To get them in a newspaper they are turned over to linotype operators and set up. The setting up takes at least five minutes. A few more minutes are needed to read and correct proofs and lock the plates in a form. The form has to be carted to the press room, where a matrix is baked from it, a process requiring five minutes at the least. Three more minutes are necessary for the pouring of hot lead over the matrixes, and the moulding of the two semi-circular plates that go on the press cylinders. To trim the plates and fasten them to the press three more minutes are required, a total of twenty to twenty-five minutes, with everything running at its best.

The Truth process cut that twenty-five minutes down to forty-seven seconds, and this is how it was done:

Long before the game started the Truth's art department was busy drawing a blank box score. Because of the doubt as to who the pitchers would be or the final batting order, the blank score was simply ruled off in squares, with the plays initialed at the top of the columns. This blank score was photographed and engraved in the engraving department, and the engraver's plate was taken into the stereotyping department, where a matrix was baked and cast into plates, the same as if it were to go on the press for printing, thus finishing up the mechanical work that takes so many precious minutes when time is the big factor.

From the stereotyping room the metal plates, cylindrical in shape, were carried to a room adjoining the telegraph and news room of the paper. Just before the game started the press wire carried the batting order of the two teams and the art department was called on again to engrave the names of the players on the metal plates, which had been fastened to adjustable rolls. The names had to be chiseled in backward, so that they would read the right way in print.

With the names chiseled in, two men of the news departmnt were given hammers and punches and assigned to a place in front of the two plates. A third man of the news department took his stand near the telegraph key and everything was ready for the game to start coming over the wire, and for the Forty-Seven Seconds Extra to begin.

The working of the process was simple. Hooper, of Boston, was the first man up. Over the wire came the bulletin that Hooper drew a base on balls. The man at the wire called out the play, and bang went the hammers and punches and a disk was dented in the base on balls column after Hooper's name. Yerkes tried his hit and run play, Doyle coming in and shooting the ball to Merkle, just before Yerkes got there. The punchers dented a time at bat for Yerkes, an assist for Doyle and gave Merkle his out. So it went all through the game. As soon as the wire clicked what had just happened on the Polo grounds, the punchers inscribed it on the plates. In the final inning, with two men out and Crandall at the bat, the score to the minute was complete, having been kept in the same way that a game is scored from a press box in a ball park. Every man connected with the process was on his toes for the final flash. The flash came and told of Crandal's fanning. Bang went the hammers and punches, and in less than three seconds the punched disks gave Crandall credit for his time at bat, his being struck out, and gave Cady, Boston catcher, the out he had earned.

Down in the press rooms everything was clear for the rush of two men to fasten the plates to the press cylinders. The power had been tested and the lever that starts the press was half way over the notch. Every last detail had been looked after and there was a clear space for the rush of the two men that carried the plates, on their way to the press cylinders. A few turns on screws and the throwing off of the lever, and a boy was reaching under the press ready to grab off the first papers, less than a half minute after the telegraph had told of Crandall's having been struck out. Only a few seconds later, and just forty-seven seconds after the wire direct from the press stand in the Polo grounds sent the final flash here, the boys were swarming into the street, and the people of Scranton for the first time in the history of newspaperdom here, were reading an extra that contained a complete box score of a world's series game, only forty-seven seconds after the game was over, and before any other paper was on the street with any final result of the game.

The page of the Truth with the score given as described is shown as No. 9.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY
OFFICE OF PUBLICATION:
4618 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

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CHICAGO, DECEMBER, 1912

Gratified by the many kind words that have been written by the friends of the National Printer-Journalist, published, in part, in this issue, and to be followed by others in January, it is but natural that our thoughts should be drawn to the subject matter of these kind testimonials, and toward the higher ideals of newspaper making and printing, and how generally these have come to be greatly prized by those engaged therein or directly affiliated therewith.

All conscientious newspaper workers and printers will certainly coincide with the views as to the great influence and importance of these callings and will be pleased with the assurances as to the improvements and advances that have been made in a quarter of a century. Nearly all who have written have been in close touch with these callings for twenty-five years and more, some of them for a half a century, and know whereof they voluntarily write so encouragingly.

It is doubtful whether we all sufficiently appreciate the possibilities and the great service of these callings of newspaper making and printing. The printed word goes to the people under the best possible conditions. The reader is alone with his paper, free from distracting influences and busy with the attention-commanding reading matter. The editor or advertiser can talk from mind to mind, from heart to heart. There is nothing that is read with attention and understanding, but that must sink into the inner consciousness. Herein rests the great responsibility as well as the opportunity.

There is not the least question, but that whatever is printed and read with attention, has a more powerful and lasting influence than what is merely spoken and heard. To read intelligently and understandingly one must give heed, but spoken words, as is sometimes more wisely said than is realized, often "go in at one ear and out at the other," while thoughts are wandering elsewhere. While spoken "evil communications corrupt good morals," printed evil communications corrupt good morals; sinking into the inner consciousness, they influence, for evil, the subconscious mind, create misleading or evil tendencies and result in perversity, even though the reader may be wholly unconscious of this influence.

Though there may not be, at first, on account of other restraining influences, any outward or conscious manifestations of the evil done, the evil transformation is liable to break out at any time, even to the surprise of the individual whose inner self has been misled or corrupted.

Let the newspapers, the books or even the advertising, which one reads be filled with sneers, ill nature, sneaking cowardice, or truckling subservience, pessimism, fault finding, suspicion, with constant charges against men and institutions, low insinuations, falsehoods, tricks, deceit, crimes and vileness, and let them be dirty, unseemly, ugly, without orderliness or harmony in appearance, and the readers, sooner or later, will find that they have within them no resources of hopefulness or good cheer, of charity, good nature, faith, purity, truth, or even good taste upon which to draw, and will find themselves becoming censorious, suspicious, deceitful and easily deceived and liable to break forth into the evil deeds, with the stories of which they have filled their minds and which have become a part of their inner or subconscious selves.

It is the reverse with readers of newspapers, books or advertisements, that are bright, artistic, well arranged and well printed, and as to contents are clean and wholesome, filled with hopefulness, good nature, cheerfulness, inspiring truthfulness, honesty, purity, kindness, human sympathy, true human interest, that are sweet tempered, cheerful, faithful, bold and persevering for the right, with malice toward none and charity for all; helpful, instructive, building up instead of tearing down; the advertisers in which, with conscious sincerity, present only the rightful claims for their own wares, and cast no slurs, ill-natured or false charges or criticisms upon the claims or products of competitors.

The readers of such papers, books or advertisements will find themselves unconsciously growing stronger, truer, better, with subconscious mental stores of wisdom, goodness, purity, fearlessness and all manly virtues; strength, goodness, mental equipoise; with love of the true and beautiful, joyousness, faith, hope and charity and all else that helps

to noble achievement and enjoyment, upon which to draw with confidence.

All this might have been expressed, possibly, in fewer words, but the thought has been more powerfully or deeply, to emphasize and enforce the great responsibilities and the mighty possibilities, that come to him who deals in the printed word, who undertakes, through newspaper, book or advertisement, to inform, to entertain, and to influence the minds and teach the hearts and help lives of those who read — all the people who give him patronage and support and to whom he must bear the relation of teacher and counsellor. We believe, with O. P. Hatton, manager of the F. Wesel Manufacturing Company, whose letter is printed elsewhere in this issue, that "no other line of endeavor has counted so strongly for the uplift of humanity as those of journalism and the printing trade." No other callings are more directly dependent upon the upbuilding of the prosperity, the intelligence, and the high character of the patrons thereof.

The promotion of all these, to which the callings in their very character trend, is good business wisdom. Besides this, these callings naturally develop, in their votaries, strong sentiments of obligation, that, coupled with the opportunities constantly present and pressing, as well as the very characters of those who are influenced to embark therein, tend very strongly to work for the "uplift" of humanitiy. Yet, it has to be confessed that evil, as well as good, has been done. It is our desire to show that the way of true, beneficial and profitable services, is along the lines of acting from and carrying out the highest ideals. Working to these ends brings commendation, a satisfaction and a permanent success that are all well worth while.

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There are two ways in which publishers, especially newspaper publishers, are to accomplish worthy service and fulfill their mighty obligations:

First, by giving facts, the news, and the more enlightening, helpful, important and interesting the facts given or events related, the better for the paper and for the people. There is abundance of clean news, fit to print, full of human interest, without resorting to sensationalism, exaggeration or filth. The stories that have touched men's souls and have lived, have been pure, true and wholesome, though often tragic and dealing with men's passions and misdeeds.

Second, by clear, incisive editorial interpretations of and comments upon the facts, without prejudice or the purpose of building up any pet theory, creed or party, but only with a view honestly to make clear and apply the truth.

If all can start out the coming year with these ideas and purposes there will be a wonderful increase in the influence, the popularity and success of newspapers for all the months and years to come.

✣ ✣ ✣

Several very important matters, worthy of special consideration, whatever may be one's own views, will be found in the account of the proceedings at the recent convention of the Illinois Daily Press, published in this issue. The editors and publishers of the important dailies in the interior cities, are honest, earnest men, with time and disposition to study, to think, to discuss and to decide, questions pertaining to the calling with entire candor and independence. The handling of circulation, the prices to be charged, the purchase of paper, the estimating of cost, the new postal laws, apprentices, and all the rights, treated and decided, are all live questions and should receive consideration. The study of the deliberations, views and desires of these practical, successful publishers will be found greatly helpful.

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The decision of the National Council of the National Press Association to hold the next, the twenty-eighth, convention in Colorado — when the reasons for this action are seen as set forth in the proceedings, published on another page — will, we believe, be generally approved. The attractions presented were certainly enticing, while the arrangements for the business meeting are superb. It will be the third time that the association has met in Colorado, and the glories and pleasures of previous trips have proved more than worth the time and cost involved. There have been wonderful improvements, and the means of reaching new points of interest have been multiplied. The invitation that was offered came with such a spirit of generous hospitality, and with such fullness of details as to arrangements, that could only command friendly consideration from the start. This is saying nothing derogatory to the spirit and good will manifested by the other cities that contested for the honor; Niagara Falls, N. Y.; Cedar Point, Ohio (on Put-in-Bay); New Orleans, La.; Omaha, Neb., and the rest. Never was there shown greater rivalry, which speaks volumes for the high esteem in which this great press association, now including all newspaper workers and employing printers' organizations, is held, throughout the country. A resolution was adopted asking all press organizations to elect or appoint delegates to this convention and to name a member to act with the National Council. It is expected that the attendance will reach well up toward the one thousand mark. There will be no national political conventions, this year, to interfere, and the last half of June will be found a most delightful time of the year to make the trip and to enjoy the excursions and the scenery in the Rocky Mountains

Improvements in Chicago Inter-Ocean

The return of Mr. H. H. Kohlsaat to the Inter Ocean, control of which he has recently purchased from Mr. George W. Hinman, has greatly changed the newspaper situation in Chicago.

Mr. Kohlsaat's first move on assuming control of the Inter Ocean was to change the typographical appearance almost entirely, making it appeal more strongly to the highest class of home circulation. He has since added a page for women and other features that are especially valuable for securing home readers in the better residence districts and has strengthened his editorial department along these lines.

The policy Mr. Kohlsaat will follow in conducting the Inter Ocean is summed up by him in the following paragraph from his opening announcement:

"The Inter Ocean will be a newspaper in every sense of the word, printing all the news that should be printed in a family newspaper."

Added to this is the motto which has been put at the top of the first page:

"All the news that's clean."

H. H. KOHLSAAT
The New Proppietor of the Chicago Inter Ocean

The change of ownership and policy has been rewarded by an astonishing increase in circulation, the greater part of it from the better residence districts of the city and suburbs. A steady improvement has been shown since the change of ownership and it seems safe to predict that the Inter Ocean will soon take the place in the Chicago field that the Times occupies in the New York field.

More Kind Opinions of the National Printer-Journalist by Experts Who Have Carefully Read and Studied Its Pages

(*Continued from Page 840*)

FIFTH AVENUE AND TWENTY-SEVENTH STREET
6632 MADISON SQUARE

Leslie's
ILLUSTRATED WEEKLY
ESTABLISHED 1854
LESLIE-JUDGE COMPANY, PUBLISHERS
JOHN A. SLEICHER, PRESIDENT
225 FIFTH AVENUE

EDITORIAL DEPARTMENT
JOHN A. SLEICHER
EDITOR

NEW YORK November 25, 1911

Dear Brother Herbert:

I congratulate you on the approaching Silver Anniversary of the "National Printer Journalist" with whose success and welfare you have had so much to do. No man in the profession has more or warmer friends than you and all of them unite in extending their best wishes for your welfare and success.

Sincerely yours,

Mr. L. A. Herbert,
c/o National Printer Journalist,"
Chicago, Ill.

ALL COMMUNICATIONS SHOULD BE ADDRESSED TO LESLIE-JUDGE COMPANY, NOT TO INDIVIDUALS

"A Great Force for Good in Its Chosen Field"

THE SWINK PRINTING PRESS CO.
Delphos, Ohio, Nov. 20, 1912.

B. B. Herbert,
Editor *National Printer-Journalist*,
Chicago, Ill.

My dear Mr. Herbert:

It is with sincere pleasure that I congratulate you on the rounding out of the first quarter century of the *Printer-Journalist*. It has been a great force for good in its chosen field, and I trust it may continue with the same editor for many years to come.

Sincerely yours,
The Swink Printing Press Co.,
O. J. Price, Sales Mgr.

"A Standard Force for Betterment"

General Offices
THE TYPO MERCANTILE AGENCY
160 Broadway
New York, Nov. 16, 1912.

National Printer-Journalist,
4618 Ravenswood Park, Chicago, Ill.

Gentlemen:

We have received with great pleasure your announcement of your Twenty-fifth Anniversary, and hasten to congratulate you upon this event, with a wish that the next twenty-five years will bring you even greater prosperity and that your Publication may continue to grow in influence in the trade and continue to be a standard force for the betterment of trade conditions.

Faithfully yours,
The Typo Mercantile Agency,
Frederick M. Leonard, Sec.

"A Help in Business"

THE AUGUSTA EAGLE
Augusta, Ill., Nov. 23, 1912.

National Printer-Journalist,
Chicago, Ill.

Gentlemen:

For the past several years I have been a continuous reader of your publication and have found it to be a big help to me in my business, in giving my customers the best, which is none too good.

Hoping you continued success, I am,
Truly yours,
Rollo Robins.

P. S. Enclosed find check for $2.00 on subscription.

"Wonderful Success"

THE WHITLOCK PRINTING PRESS MANUFACTURING COMPANY
of Derby, Conn.
New York, Nov. 12, 1912.

B. B. Herbert, Esq.,
National Printer-Journalist,
4618 W. Ravenswood Park, Chicago, Ill.

Dear Mr. Herbert:

Yours of the 9th inst. at hand and contents noted.

When one recalls the very modest beginning of the *National Printer-Journalist* and notes the wonderful success it has achieved, one cannot help but admire, praise and congratulate you and the *Journalist* upon the glorious past and to express a wish for the future for both you and it that will make the past pale to insignificance by comparison.

Sincerely yours,
C. H. Ahlstrom, Pres.

"Personal Regard"

AMERICAN TYPE FOUNDERS' COMPANY
J. W. Phinney, Manager.

Boston, Mass., Nov. 12, 1912.

Mr. B. B. Herbert,
Publisher the *National Printer-Journalist*,
4618 W. Ravenswood Park, Chicago, Ill.

My dear Mr. Herbert:

I note that the *National Printer-Journalist* celebrates its silver anniversary number in the next issue.

There must be satisfaction in looking back upon the efforts of a quarter of a century for the advancement and improvement of good newspaper publishing and printing.

Our personal acquaintance goes beyond the quarter of a century, and during all those years your fairness, courtesy, and friendliness as a man and publisher have developed a personal regard I value and appreciate.

With a sincere wish for continued prosperity, even to the golden anniversary number, I am

Faithfully yours,
J. W. Phinney.

"Praise for the Work"

THE NEWS AND OBSERVER

Raleigh, N. C., Nov. 23, 1912.

Mr. B. B. Herbert,
Chicago, Ill.

Dear Sir:

In common with all other editors of the country, I share in the expressions of warm praise for the great work that you have been able to do in the quarter-centennial of the publication of the *National Printer-Journalist*, and I trust that you may be long spared to continue the work for the craft of which you have so long been an honored member.

With best wishes,
Sincerely,
Josephus Daniels.

"Congratulations on Success Achieved and Good Work Done"

EDWARD L. MEGILL
60 Duane Street

New York, Nov. 26, 1912

Mr. B. B. Herbert,
Care of *National Printer-Journalist*,
Chicago, Ill.

Dear Mr. Herbert:

I congratulate you on the arrival of the Twenty-fifth Anniversary of the *National Printer-Journalist*.

I congratulate you personally on the success you have achieved and the good you have done in newspaperdom and the printing art.

May the days of the publication and the founder be long continued.

Sincerely yours,
Edward L. Megill.

Kind Words From an Octogenarian "Kept Up With the Progress"

THE SIDNEY PRINTING & PUBLISHING CO.
High Grade Printers
Sidney, Ohio, Nov. 18, 1912.

Brother B. B. Herbert,
National Printer-Journalist,
Chicago, Ill.

Dear Sir:

I have been on the earth eighty years; thirty-seven years editor of the Sidney Ohio *Democrat*. Had the pleasure of attending many meetings of the N. E. A., and have been a reader of the *National Printer-Journalist* ever since its first publication, and I think it has kept up with the progress of American Journalism.

Very respectfully,
J. O. Amos.

"A Stimulous to Any Office, Big or Little"

THE MILFORD HERALD
Iroquois County's Greatest Newspaper
By Eugene L'Hote
Milford, Ill., Nov. 18, 1912.

Dear Father Herbert:

I want to congratulate you on your approaching celebration of the twenty-fifth anniversary of the birth of the *National Printer-Journalist*. Twenty-five years! My, what changes have taken place in the printing business in all those years. If you doubt this, compare your *Journal* of today with your first publication. It will tell the story and yet your work has been but an inspiration for us other fellers engaged in the work to push on to better and greater things. Your publication is a stimulus to any office, big or little, and I am more than pleased to know that these years have been profitable ones to you, the one who has labored so faithfully and earnestly to put the business on a higher basis. You and your publication have my heartiest best wishes for continued success.

Fraternally,
Eugene L'Hote.

"A Material and Progressive Factor"

General Offices
KEYSTONE TYPE FOUNDRY
Ninth and Spruce Streets
Philadelphia, Nov. 16, 1912.

Mr. B. B. Herbert,
Editor *National Printer-Journalist*,
4618 Ravenswood Park, Chicago, Ill.

Dear Mr. Herbert:

We note that the December issue of the *National Printer-Journalist* will complete the twenty-fifth year of the publication, and we congratulate you upon your long record of good work and success.

The *Printer-Journalist* has long been looked upon as a fixture in trade publication circles and has always reflected the courage, enterprise and good purposes of its Editor. In an over-crowded field you have not only held your footing with the *Journalist*, but have been a material and progressive factor in the growth and development of the great printing and publishing world, which has been so marked in recent years.

We offer you our sincere good wishes for many more years of usefulness to the craft with which you are so prominently identified.

Yours very truly,
Keystone Type Foundry,
S. M. Weatherly,
Treas. and Gen. Mgr.

"Full of Profitable Suggestions"

THE GREENWOOD INDEX
Established 1897
Greenwood, S. C., Nov. 15, 1912.

Mr. B. B. Herbert,
Editor *National Printer-Journalist*,
Chicago, Ill.

My dear Mr. Herbert:

The *National Printer-Journalist* is an ever welcome visitor to the *Index* office, and has been for the past twelve years. We find it interesting to read and full of profitable suggestions; suggestions which have made it possible for us to make the *Index* "the best county paper in South Carolina," as a valued contemporary has seen fit to describe it. We extend to you on this Silver Anniversary hearty congratulations, and trust that you will be spared to celebrate your Golden Anniversary.

Very sincerely yours,
The Greenwood Index,
Per H. L. Watson.

"Should Be Found On the Desk of Every Active Newspaper Man"

THE MEXICO LEDGER
Mexico, Mo., Nov. 19, 1912.

B. B. Herbert,
National Printer-Journalist,
Chicago, Ill.

Dear Sir:

We want to congratulate you on the celebration of the twenty-fifth anniversary of the *National Printer-Journalist*, one of the *very best publications* for *newspaper people generally* that we know of.

We appreciate especially your looking after the country newspaper men, and the full accounts you give of the meetings of the National Editorial Association. Your paper should be found on the desk of *every active newspaper* man.

Wishing your publication continued success, and wishing you many more years of good *health* and *usefulness*, we are with kindest personal regards,

Fraternally yours,
R. M. White & Son.

"Benefited In Manifold Ways"

THE WEEKLY GAZETTE
East Hartford, Conn., Nov. 9, 1912.

National Printer-Journalist.
Chicago, Ill.

Dear "Father" Herbert:

It is a pleasure to me to send a few words of cheer on the completion of the twenty-fifth year of your publication. A "silver" anniversary is one which reflects great credit to anyone.

The *Printer-Journalist*, under your able management and editorship, has been brought to a stage where improvement seems well nigh impossible. The *Gazette* has been benefited in manifold ways by following suggestions made in your articles, and we will continue to look for more helpful ideas therein. It is our sincere wish that even greater success will attend your editorial labors for many years to come.

Yours truly,
H. B. Hale.

(One who has attended fourteen meetings of the National Editorial Association.)

"Usefulness to National Press Association"

THE STYLUS
30 N. Dearborn Street
Chicago, Ill., Nov. 23, 1912.

Hon. B. B. Herbert,
Editor *National Printer-Journalist,*
Chicago, Ill.

My dear Mr. Herbert:

At the meeting of the council of the National Press Association, held yesterday at the Sherman House, this city, I learned of your purpose to issue a special Silver Anniversary number of the *National Printer-Journalist,* and the news made me somewhat reminiscent.

The years certainly do roll by very rapidly, for it does not seem like a quarter of a century since I first saw your excellent magazine. The Illinois Woman's Press Association was first represented in the National Editorial Association (I like the old name better than the new one), at the Detroit convention in 1888 (I think I have not the data here to verify the time), and we have been connected therewith ever since.

My own membership dates back to 1890, when I went to Boston and had the honor of being the first woman to be elected to office in the N. E. A., as I am now the first to be named on the executive committee (at this last council meeting). Since that time I have taken a very active interest in the organization and, it goes without saying, in its official organ, the *National Printer-Journalist.* I look for its appearance and stop all other business until I read it through from cover to cover, including the advertisements. Were I to buy any machinery, or be looking for inks or a particular kind of paper, I would search the pages of the N.-P.-J. as a guide to what is desirable.

But what I especially desire to say is relative to its usefulness to the National Editorial (Press) Association. In these many years the Association has won the loyal membership of editors and their families in all parts of the country and I believe that in holding the conventions in various sections of the United States we have obtained a liberal education and the organization has done much to broaden its members and to break down the narrowness of a sectional predjudice. In this work your own faithful services have counted for much. The National Press Association owes to you a debt of gratitude that can never be repaid.

You have kept up the interest of those who have been members of the organization, even though they were unable to attend the conventions and participate in the many extensive excursions. We look to you to tell us what is to come and about the pleasures in prospective. You have gone over the ground beforehand and pointed out the great things in store for us on the coming trips, stimulating a desire to enjoy the reality, and you have told all about the conventions afterwards, so that those who could not attend knew who was there and what they did. These reminders have done much to sustain the interest of members and to keep them on the roll of the N. E. A.

I believe that I am not alone in a feeling of intense loyalty and affectionate regard for the organization and a full appreciation of the most agreeable spirit of fraternity that exists in the N. E. A. This spirit is fostered and kept alive by the news of the members published in the *Printer-Journalist,* for through it we learn of the joys and sorrows that enter into the families of those whom we have met from year to year in the conventions. You tell us of the faces that we shall miss and of the new ones which we may look for.

You have a large and a silent constituency; silent because they do not express the interest which they must feel in reading your pages, but they are, nevertheless, appreciative and I feel sure would miss the handsome magazine were they not to get it. Of your services more directly to the National Press Association it is the province of another, to speak officially, but I can say for myself, that they have been unceasing, priceless and most unselfish.

In conclusion I will say that I wish you a greater prosperity in future and may your magazine never grow less in size but ever be greater in its circulation and influence, and may it bring a larger need of prosperity to you and yours.

Very cordially yours,
Caroline A. Huling.

"Record for Service is an Uncommon One"

THE AMERICAN PRINTER
25 City Hall Place
A Monthly Magazine of Printing
New York, Nov. 16, 1912.

Mr. B. B. Herbert,
National Printer-Journalist,
4618 W. Ravenswood Park, Chicago, Ill.

Dear Mr. Herbert:

We take this opportunity to congratulate you upon the splendid work you have accomplished during these twenty-five years among printers and publishers. Your record for service in behalf of the Great Vocation is an uncommon one.

With best wishes and personal regards to the younger Mr. Herbert, we are,

Very truly yours,
The American Printer,
Edmund G. Gress,
Associate Editor.

"Appreciate the Good Service"

THE QUEEN CITY PRINTING INK CO.
Cincinnati, Ohio, Nov. 14, 1912.

National Printer-Journalist,
Chicago, Ill.

Gentlemen:

Understanding you are passing your Twenty-fifth "Mile Stone," under the same management, we take this opportunity of congratulating you, and wishing you success for many years to come.

While we have continuously placed our advertisements with you, we feel that we have shown, in a substantial manner, we appreciate the good service extended, and trust that nothing will prevent us in future from continuing our advertisements with you.

Congratulating you on the general character of your publication, we are,

Yours truly,
The Queen City Printing Ink Co.,
E. N. Murdock, Pres.

"Congratulations"

THE NOVELTY NEWS
215 South Market Street
Chicago, Ill., Nov. 18, 1912.

Mr. B. B. Herbert,
National Printer-Journalist,
Chicago, Ill.

My dear Mr. Herbert:

Please accept my profound congratulations on attaining your Twenty-fifth Anniversary.

Here's hoping you may have twenty-five more years added to your term of usefulness and joy in the effort of serving your constituency.

Cordially yours,
The Novelty News,
H. S. Bunting, Publisher.

"Promotes in Every Good Way the Best Interests of Printing and Journalism"

UNIVERSITY OF MISSOURI
SCHOOL OF JOURNALISM
Columbia, Mo., Nov. 29, 1912.

COL. B. B. HERBERT,
Editor *National Printer-Journalist*,
Chicago, Ill.

Dear Colonel Herbert:

It seems almost a commendation of a member of one's own family to write in deservedly approving terms of the work of the *National Printer-Journalist*, its editor and founder. Between those of us who have for a long time been connected with the National Association there is an intimate, personal relationship in which your good magazine plays the part most successfully of a traveling brother, going from one to another with family news, business suggestions, helpful, encouraging messages. To others the magazine is valuable for its practical plans and information, which promote in every good way the best interests of the callings of printing and of journalism.

May it be increasingly useful!

Very sincerely,
WALTER WILLIAMS, Dean.

"A Great Service in Adding to the Dignity, the Success and the Joy of Newspaper Work"

KIND WORDS FROM THE OLD HOME

From the Red-Wing, Minn., *Daily Republican*
Nov. 27, 1912.

Elsewhere in this issue is given a sketch of the life and work of Hon. B. B. Herbert who in the December issue of the *National Printer-Journalist* celebrates the completion of twenty-five years of continuous editorship of that splendid publication which from the very outset of its career until the present moment has been an inspiration, a joy and a benefit to thousands of newspaper men throughout the country.

Mr. Herbert's journalistic record has been so exceptional in the character of the work that has permeated it and so marked in some of its features as to warrant the wide-spread notice which it will obtain.

But the career of Benjamin Briggs Herbert is of peculiar interest to this city and this paper because he belongs in an especial manner to both. He came to Red Wing at an early age and here he embarked in his newspaper work. He established the *Daily Republican* more than twenty-seven years ago and during the years that he was in control of it did much to infuse into its columns the spirit of progress, enterprise and high purpose which has been its distinctive asset ever since. * * *

Since his entrance into the wider field of work, which embraces the newspaper interests of the whole country, Mr. Herbert has manifested in increasing measure the same characteristics which were early demonstrated in his work on the *Republican* in this city. He is a born altruist. His heart and mind so overflows with a desire to promote the general good in any and every direction possible that he radiates a constant and optimistic influence for the success and encouragement of all that is upbuilding and inspiring.

B. B. Herbert has, in his management and editorial work on the *National Printer-Journalist*, done a great service in adding to the dignity, the success and the joy of newspaper work in this country. He has been alert to everything that would upbuild and stimulate the editorial profession. Here as ever, his facile pen, aglow with fervent love and genuine personal interest in his fellow craftsmen, as well as mankind in general, has aided every high endeavor and every practical advance and improvement in newspaper methods and plans. He has during these past twenty-five years been the "advance agent" for everything that would benefit the journalistic world and has without doubt traveled more miles and addressed more state, district and national newspaper conventions and meetings of every kind, that directly and indirectly are of interest to the craft, than any other man living. At these meetings he has always entered with zest into making them as profitable and pleasant as possible and his time, energy and thought have been freely given toward their success. Is it any wonder that with his high ideals, his knowledge of newspaper work and its possibilities, added to his genial personality, he has gained the loving sobriquet from the members of the press throughout the land of "Father Herbert?"

Appreciation by the National Press Association

MR. B. B. HERBERT,
Editor *National Printer-Journalist*,
Chicago, Ill.

Dear Father Herbert:

The Advisory Board of the National Press Association has requested that I write a word of commendation to you and your publication for the many acts of kindness shown the organization and its members during its life. That the members of the National Press Association, aye, yes, printers, publishers and the allied trades everywhere owe much to you and your publication there can be no question, my only regret is my inability to convey to you in mere words the high esteem in which you are both held. But it is of the National Association of which I am to speak for it was out of the goodness of your heart that the life-blood was sent pulsating through its veins. You have not only been a "father" to the association but also a "mother." You have nursed it all through these years as a child, with a loving hand, such as has made us all love and honor you. It was a happy thought when you conceived the idea of such an organization, some twenty-seven years ago and then followed it with the establishment of your splendid publication. It has cemented the friendship of the North with that of the South. The East has rubbed elbows with the West. We have set at the same festive boards and formed friendships that will be as lasting as memory. We have exchanged ideas. We have been inspired by the excellent programs. We have been given a knowledge of our country through its trips and all this has made us bigger and broader and better men and women. What is the result? Better papers make a better community and you see the chain of your goodness is almost endless. It will be handed down from generation to generation. Following our annual meetings comes the monthly visits of the *National Printer-Journalist* where we read of this or that one here and there and the friendship is kept alive. The editorial matter, the criticisms and ideas every month have been a great help to those engaged in the work and have been a stimulus for better results all along the line. I am indeed proud to be accorded the high privilege of extending to you on this occasion, your twenty-fifth anniversary of the publication of the *National Printer-Journalist*, the high esteem and love of each and every member of the National Press Association and may you live to celebrate many more anniversaries is the wish of us all.

Most respectfully,
EUGENE L'HOTE, Committee.

Death of Walter Williams, Jr., Eldest Son of Past President Williams

LAST month was recorded, with sadness, the demise of one who had rounded out the full span of years alloted to mortal man. The telling, this month, of the death of a young man just completing a course of preparation for entering upon a life full of promise for usefulness, brings a deeper sorrow, mingled with disappointment. The ways of Providence are past finding out, and while the death of a worthy youth seems almost like a wrong to the living and a denial of a right to the departed, experience, religion and philosophy teach that "all things work together for good."

Walter Williams, Jr., was born in Columbia, Mo., August first, 1893. He died at the Parker Memorial hospital in that city, at 1:30 o'clock, November 8, 1912, of typhoid fever, after an illness of three weeks, at the age of nineteen years, two months and seven days.

Such is the brief record, but how much this short period has meant to the parents and friends and to the youth himself, who had improved the time, while surrounded by all the influences, incentives, means and advantages that foretold many years of joyous living, usefulness and success. At the convention in 1894 in Asbury Park, President Walter Williams and his wife were presented with testimonials of the esteem and love in which they were, and ever since have been held, and little Walter Williams, Jr., then of the age of nine months, was remembered in his far-away home in Missouri with a handsome silver and shell memorial spoon. Since then, he has seemed as the child of the association, which, with the active workers therein, he had been raised to esteem and love. The hope was at that time expressed that he would live to occupy at a future day the position of president of the association that his father had so worthily filled. He attended the Jamestown convention of the association in 1907, then at the age of fourteen years.

Young Walter was inspired with a love for the newspaper calling which he had chosen for his life work. He had pursued all his studies with zeal and had reached the Junior year in the School of Journalism of the University of Missouri.

During Newspaper Week, last year, we enjoyed a short visit with him and learned something of his work and high ideals and attainments and his worthy ambitions. He was a manly youth, six feet in stature and strong, with splendid physical and mental development. We admired and loved him for his straight-forwardness, noble purpose and all else that he was and aspired to be. He had a cheery greeting, was interested and interesting, and was rightly a general favorite among his associates and companions.

He was a member of the Presbyterian church and of the University Y. M. C. A. His excellent religious training had yielded golden fruitage. He was active in religious affairs and carried his religion into his every day and school life, but he was an all round, vigorous youth, interested in all school affairs and in athletics, being a champion tennis player.

He had already done much newspaper work. He was Columbia correspondent of the St. Louis Republic, quite an important position, on account of the location of the State University there, with its important agricultural and other departments, in which the whole state and many people in other states are interested.

He was also correspondent for a number of other newspapers, and wrote extensively for the agricultural press regarding the work of the Missouri State Agricultural College, that is famed, throughout the nation, for its practical and useful experimental work.

His last work, before being taken to the hospital, was to send a news story by wire to the St. Louis Republic. How highly his work was appreciated and how good it was is told in the following by Charles G. Ross, one of the professors of journalism in the university and who was head copy reader on the St. Louis Republic last summer and writes of one happy experience, in an article in the school paper, The University Missourian:

A new copy reader had just taken his place at the copy desk of a St. Louis newspaper last summer, when the head of the desk handed him a story from Columbia, Mo.

Quickly he glanced through the story in search of obvious violations of news style. He found none. The story was terse, straightforward, smooth reading. His pencil hovered over the copy, ready to swoop down on a misspelled word or an error of grammar, he went carefully through the story a second time. The pencil remained poised. The copy reader "headed up" the story and passed it to the head of the desk.

Copy readers are notoriously sparing in praise. "That's good copy" was this man's only comment.

Later came another story from Columbia to the same copy reader.

Again, "That's clean copy."

A third story, and the copy reader asked, "Who is this man we have up at Columbia? He's a good correspondent."

"That's young Williams," said the head man. "He's just a boy, but he's a good newspaper man."

So the new copy reader learned what the others on the desk had found out during the summer — that the name "Walter Williams, Jr.," in the upper left hand corner of a story meant "clean copy."

Walter Williams, Jr., was the correspondent at Columbia of several city newspapers, and in the office of each of them he was known as a good reporter and a writer of "clean copy." He was always alert, always eager to serve his papers. He wrote clean cut, concise English, without padding. He wrote only what a gentleman would write.

"A good newspaper man" — no real newspaper man wants better praise than that.

And he was just a boy.

Young Walter Williams, Jr., was raised, if not born, a journalist. No one can wonder that the hearts of his parents were bound up in him. The boy was justly proud that, in addition to keeping well ahead in his classes, he made his own way, supported himself, by newspaper work.

He had already won a place in the affections of the Missouri newspaper men and women. One of these, Lee Shipley of the Higginsville Jeffersonian, writes of him and his death:

"The death of Walter Williams, Jr., son of Dean Williams of the School of Journalism, has awakened sorrow and sympathy among newspaper men all over the state. He was a manly young fellow with noble ideals and refined intellect. This editor will always remember a morning walk with the young man last spring. We remember how glad and proud we felt then that our friend, the most lovable of Missouri's newspaper men, had such a son.

"Though only nineteen years old the young man had begun to make his mark."

The readers of the National Printer-Journalist have had the pleasure of enjoying some of the reportorial work of the boy. He wrote the report of the address by E. W. Stephens printed in this journal a few months ago.

Mr. and Mrs. Williams have two other children, Helen, seventeen years old, and a son, Edwin Moss, eight years of age. May God comfort them all in this great affliction and bind them together in that strengthening, supporting, mutual love that makes the family the highest earthly ideal and representation of the Kingdom of God, that is unending and that unites those on Earth and in Heaven. The son and brother has gone on before but reason and religion teach that he is not dead. His work and destiny were only begun here; more glorious perfection and attainments remain to the hereafter. No disease of the body can destroy such a soul or spirit.

The funeral was from the Presbyterian church where services were held and at the grave in Columbia cemetery. The church was filled and the profusion of floral offerings testified to the deep esteem in which the deceased was held by the residents of Columbia and by his fellow students in the university. A quartette sang at the church "Some Day We'll Understand" and "Lead Kindly Light," and at the grave, "Abide With Me."

The students of the School of Journalism attended in a body. The following simple but worthy testimonial signed by "His Friends and Classmates in the School of Journalism" was published in the Daily University Missourian.:

"We, the students of the School of Journalism, knew Walter Williams, Jr., as a friend and fellow student. We knew him as a faithful worker for the good of the department, in which his father has been our teacher and guide toward the best ideals in journalism. We recognized in him a good newspaper man, enthusiastic as a reporter, accurate in his writing. By his death we have lost a loyal friend; the department has lost one of its most promising members.

"We extend to his family our deepest and most heartfelt sympathy."

"Life in the Middle West"

The Chapples must be complimented for the publishing of books that tend to the "happy habit," and to generous, true, noble living. One of the most recent books, from this now well-known publishing house, is written by Joe M. Chapple, the head of the house, and editor of the National Magazine. We have read the book with interest. It shows the author's newspaper training and reveals the impressions made upon him during his pioneer life in what is now "The Middle West," which he takes as the title of his novel, but which, in his boyhood days, was counted as the frontier or "Far West."

It tells of incidents, experiences and hardships of which he doubtless knew and some of which he doubtless was a part or sharer. He confesses that

J. M. Chapple, Author of "The Middle West"

what is now developed into a volume is founded on, or is rather an enlargement of a story that he wrote in London several years ago. He was stranded in that great city and wrote hurriedly and sold the story and secured the needed funds for his return to America. It has to do with domestic life in the New West; of losses, mortgage foreclosure, and struggles for existence such as pioneers in Western Kansas, Nebraska, Minnesota and the Dakotas experienced. There are traced the struggles of a pioneer editor, and of the misfortune that came to the town in which he had staked his fortune, through the inopportune decision of a county seat contest through political chicanery, and so on, giving inci-

dents, all true to life. We lived in the same region in the early days, and knew of similar instances.

The heroine is a daughter, endowed with great musical talent, who goes East, through kindly assistance, to obtain her musical education. She studies in Europe and becomes a prima donna, but filial duty brings her back to her Western home, so that the East and the Middle West are joined in the important acts. She finally marries the Western editor, and, in the end, all comes out well.

The book teaches filial piety, love of home and parents, and faithful performance of duty from which comes truest and highest happiness. It is wholesome and interesting as well as instructive, a story good to read — by which young people will be benefited and elder people will be made more cheerful and happy. This is why we have written that it is along the "happy habit books," and the magazine published by the Chapples, now of Boston, formerly of Iowa, North Dakota and Wisconsin.

* * *

Illinois Daily Press

A VERY successful convention of the Illinois Daily Newspaper Association was held at the La Salle Hotel, Chicago, on November 19 and 20.

With a membership of forty-five of the best dailies, outside of Chicago, in the state, thirty were represented. At the session Tuesday, a talk was given by W. G. Edwards, president of the Illinois Highways Association, on "Good Roads." He showed their commercial and social importance, and their great economy and benefit — advancing land values and making rural life more enjoyable, and farming, by the saving of teams and wagons, time and expense, in transportation of products to market, vastly more economic and profitable.

A communication from John Neeis showed that the prices of paper were softening.

The following resolution, as to paper contracts was adopted after discussion:

Resolved, That contracts for print paper should contain a clause guaranteeing that the average weight should not exceed the weight contracted for, and publishers should insist upon such a clause in every contract made for the purchase of paper, and if paper is run over weight, it should be at the expense of the manufacturer and not of the publisher.

A discussion was had as to the extending the limits of the association, but the decision was adverse to any change. A committee of three members was provided for and appointed on the definition of foreign advertising, C. J. Zainer of the Moline Mail, chairman.

The subject of newspaper contests was discussed and the following adopted as the sense of the convention:

Resolved, That voting contests are usually carried on in a dishonest manner, and even though they may be carried on honestly they are detrimental and demoralizing to the best interests of the newspaper business and should not be used or encouraged.

As to circulation, it was Resolved, That there should be a uniform circulation standard used by all daily newspapers showing both the division and the daily out-put and that the members of the association be requested to use such form as may be agreed upon by this association.

At the session Wednesday, the price of circulation was discussed and it was argued that a fair price should be maintained. A. S. Ferries, of The Joliet Herald, stated that a friendly understanding among the publishers of his city rendered it possible to maintain prices and spoke of the good coming from such friendly understanding and co-operation. President Thomas Rees stated that he was born on the thirteenth of the month in a family of thirteen, and he charged thirteen cents a week for his paper, by carrier in Springfield, and four dollars a year to outsiders or mail subscribers. He believes that circulation should yield its proper share of income. Charge enough to get paid for the paper and for going out after the business.

President Rees stated that E. P. Adler of Davenport, and W. F. Parrott of Waterloo, were present by invitation and he wanted their views. Both spoke of the value of mutual good will and understanding among publishers.

By request, Mr. Parrott spoke as to the value to newspapers of a cost system, and said that Parrott Brothers charged their newspaper for rent and all cost of production, treated it, as we understood, as a separate business and handled it as a distinct and separate proposition or job. He said that it was difficult to explain in detail, but if any of the publishers would visit his office at Waterloo, he would be glad to exemplify the whole system. This lead to practical discussion, and different members gave, in outline, the methods of computing cost and the items included therein. The question up for consideration was "Cost System — Has any Member a Successful System." Very few, if any, seemed to have a complete system.

A committee on postal regulation reported favorable to the publishing of the ownership and the circulation of newspapers, but opposed to any rule or law that required publishing to a curious public, indebtedness or other financial or business conditions that were not at all matters of public concern. The report resulted in a discussion of the policy of the Congress and the Postal Departments toward newspapers and in the end the following was adopted as a substitute for a motion to adopt the report:

"Resolved, That this Association views with disapproval the growing tendency of the United States Government toward paternalism in matters pretaining to the press, and condemns the new law regarding publicity with reference to facts that in no wise concern the general public."

The sentiment was against postoffice meddling and thoroughly in favor of the giving of a more efficient distributing service; performing the office of carrying the mails and doing the work for which the post department is constituted and its employes are paid, instead of trying to regulate the private business of newspaper publishers.

The association has a practice of putting its conclusions into formal legislative action by resolutions and after the discussions of the topics involved, as named therein, the following were adopted:

Resolved, That every boy in America should have a free opportunity to learn any trade which he may desire to pursue, when and wherever he may find opportunity; and that restrictions of apprentices by labor unions is un-American and unfair and should be vigorously opposed by every citizen and especially every newspaper publisher.

Resolved, That when a publisher pays for the composition of any news or advertising matter that the same is his property exclusively, that he has the right to use it in any manner he may choose, and that the practice of typographical unions in insisting upon its reproduction or of claiming a bonus, in case it is loaned, borrowed or sold, is an unfair proposition and in restraint of trade, and should be opposed under all circumstances,

Resolved, That every communication appearing in the columns of a newspaper in the discussion of matters before the public, should be signed by the individual, and the fictitious names as "Local Option" and the like should be refused.

Resolved, That the postoffice department should give better and more prompt service to the carrying and distribution of newspapers, and that the department should use greater endeavor to prevent the careless, loose and dilatory manner in which newspapers have been carried and distributed by the postoffice department.

Action was taken against giving commission to syndicate stores, and in favor of the adoption of a single style of punctuation and capitalization among newspapers so that printers will not be compelled to learn a new style in each office.

The following were elected officers for the ensuing year: president, Thomas Rees, Springfield State Register; vice-president, A. M. Snook, Aurora Beacon; secretary, H. F. Kendall, Mattoon Journal-Gazette; treasurer, H. W. Pollard, Rockford Republic.

Directors

R. S. Chapman, Rockford Star; H. N. Wheeler, Quincy Journal; C. J. Quaiser, Moline Mail.

President Rees endeavored to decline, but the sentiment was so strong as to his having been so excellent and useful an officer, that his services could not be spared, that he finally had to yield to the unanimous demand for his retention.

Third term has no terrors when the interests of members of an organization or of the citizens of a state, even a nation, are at stake. This last may not be entirely in harmony with rules as to reporting, that bars all expression of editorial opinion, but, then though this paper is not political or partizan, this has been written and must stand with malice toward none and with charity for all.

* * *

Mr. E. S. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company, has been elected to represent Michigan in the national council of the National Economic League.

The league aims to provide a means by which important national, political, civic and economic issues can be directly initiated by the best independent thought of the nation, and to secure widespread and continuous discussion of the issues by and before the people of the country.

* * *

Statement of the ownership and management of the National Printer-Journalist, published monthly at Chicago, Ill., required by the act of August 24, 1912.

Editor, Benjamin B. Herbert, 4618 Ravenswood Park, Chicago, Ill.

Managing Editor, Benjamin B. Herbert, 4618 Ravenswood Park, Chicago, Ill.

Publisher, Benjamin B. Herbert, 4618 Ravenswood Park, Chicago, Ill.

Owner, Benjamin B. Herbert, 4618 Ravenswood Park, Chicago, Ill.

Known bondholders, and other security holders, holding one per cent or more of total amount of bonds, mortgages, or other securities, none.

BENJAMIN B. HERBERT.

Sworn to and subscribed before me this first day of October, 1912.

CLAUDE H. CRONK,
Notary Public

(SEAL) My commission expires October 23, 1915.

Meeting of the National Council of the National Press Association

Next Convention to be Held at Colorado Springs, Colo., Between June 17 and 30, 1913

MEMBERS of the National Council of the National Press Association met at Hotel Sherman, Friday, November 22, pursuant to call. The council was called to order by President A. D. Moffett, of Indiana, who stated the object of the meeting to be the choosing of the place and time of the 1913 convention of the National Press Association and the transaction of such other business as might properly come before the council.

The following reported present, as either members or officers or members of the association invited to attend and to take part in the deliberations: A. D. Moffet, president, Elwood, Ind.; George Schlosser, secretary, Sioux Falls, S. D.; W. R. Hodges, treasurer, Sleepy Eye, Minn.; B. B. Herbert, editor National Printer-Journalist, Chicago, Ill.; Homer Harwood, Warren, Mich.; C. H. Neff, Anderson, Ind.; C. E. Nevin, Laurel, Neb.; H. C. Hotaling, Mapleton, Minn.; C. E. Hosmer, Denver, Colo.; W. F. Parrott, Waterloo, Iowa; Eugene L'Hote, Milford, Ill.; G. L. Parmenter, Lima, Ohio; E. L. Peterson, Milton, N. D.; Harris Dante, Monticello, Ill.; Miss Caroline A. Huling, Illinois Womans Press Association, Chicago, Ill.; Mr. and Mrs. Chas. Lederer, Mr. Frank Rodenus, and Mrs. Estelle Ryan Snyder, Chicago Press Club, Chicago, Ill.; W. C. Lusk, Yankton, S. D.

The president read a number of letters from absent members, excusing non-attendance. A letter from A. W. Glessner tendered his resignation as a member of the council on account of other duties and engagements, that necessitated his absence and would prevent his attendance upon the meetings of the council. Upon motion, the resignation was accepted, and the members present from Illinois press organizations were asked to nominate a member to fill the vacancy. After consultation, the name of Harris Dante was presented and he was unanimously elected to succeed Mr. Glessner as council member from Illinois.

A letter was read from Past President Walter Williams, excusing his absence on account of the recent bereavement in his family through the death of his son. It was moved by W. R. Hodges, supported by B. B. Herbert, with sympathetic remarks and a few words as to the life and worthiness of the young man who was fitting himself for the newspaper calling—that the secretary send a message of sympathy and condolance to Dr. Williams and family over the great loss and sorrow that they had experienced. The motion was adopted by unanimous vote, and B. B. Herbert was appointed to prepare and present at the afternoon session, a resolution, more fully expressing the sentiments and sympathy of the members of the council.

A letter from Mr. Koch, council member from Ohio, was presented explaining his inability to attend, and, on motion, G. L. Parmenter, of Lima, was unanimously elected as member of the National Council from Ohio, to fill the vacancy.

Upon motion the business was taken up of choosing the place for the next convention of the association. O. W. Cutter, secretary and manager of convention organization of Niagara Falls, presented an invitation, from the civic organizations and municipal authorities and a large manufacturing concern of that city, proffering special entertainment, to hold the 1913 convention in Niagara Falls, N. Y. He urged the central location and the many at-

tractions, and assured the council that the members of the convention would receive broadest hospitality and liberal entertainment; be given headquarters in the large hotel that overlooks the falls, and is well equipped with convention hall, committee rooms, and parlors for social functions, and entirely adequate to accommodate the convention and all its members, and that reduced rates would be assured. He quoted from letters showing the great satisfaction that had been realized by the officers and members of other organizations that had recently held conventions in Niagara Falls.

G. E. Hosmer, council member from Colorado, presented invitations from the state and from Denver and Colorado Springs, and spoke eloquently of the attractions of the cities named, and of all the wonders and delights of the Centennial state. He offered the following, among other letters, that have an additional interest to the thousand or more who will expect to attend, as Colorado Springs, Colorado, was finally chosen by a two-thirds vote, that was afterwards made unanimous, as the place of holding the 1913 convention:

COLORADO EDITORIAL ASSOCIATION
Office of the Secretary
Denver, Colo., November 19, 1912.

Mr. A. D. Moffat, President.
National Press Association,
Chicago, Ill.

My Dear Sir: The Colorado Editorial Association herewith extends an invitation to the National Press Association to hold its 1913 convention in Colorado. Both Denver and Colorado Springs are anxious to entertain you and if you should decide to come, each city will see that you are properly entertained and you can hold your meetings at either or both cities, and transportation between the two will be furnished free of charge.

Colorado is the finest state in the Union in which to hold a convention. We have more of everything that goes to make a convention pleasant than any other state, and we have lots the others never knew existed.

If you will come to Colorado we can guarantee you a week's entertainment such as you have never enjoyed before. The fastnesses of the mountains, the rolling plains, the heavily wooded hillsides, the snow-capped peaks, the fish in a thousand streams, the hunter's delight in all kinds of game, the most sunshine this side of heaven, skys even bluer than Italian painters reproduce, hospitable men and women, all are ours and all will be yours, free of charge, as long as you care to sojourn amongst us.

We bid you welcome. Come.

Yours very truly,
ALVA S. SWAIN,
Secretary.

THE COLORADO SPRINGS CHAMBER OF COMMERCE
November 19, 1912.

Mr. Geo. E. Hosmer,
Member of National Council, National Press Association of America,
Denver, Colorado.

Dear Sir: Following our conference a few days ago relative to the next meeting of the National Press Association of America, I am writing you more fully in regard to the wish which Colorado Springs has to entertain the 1913 convention of this association.

To you,a Coloradoan, it is unnecessary to dwell at length upon the desirability of Colorado Springs as a convention city, but as some of the members of the National Council may not be as familiar with this region, we will enumerate some of the advantages of this city.

As regards the business features of the convention, this city is adequately able to care satisfactorily for the delegates and visitors who would be in attendance. The chamber of commerce will be glad to assure you of a meeting place and of all necessary committee rooms and other facilities for the proper conduct of the business of the various sessions; to be furnished without cost to your association.

This city has ample and satisfactory hotel accommodations. Herewith we are enclosing copies of letters from the various hotels quoting rates for this convention. These we trust, will be satisfactory, and we can assure you that everything possible will be done to promote the comfort and convenience of your guests.

We often make the statement that no other area in America embraces within the same radius or with as easy access so great a variety of wonderful scenery as is to be found in the Pike's Peak region. If your convention is held here next year, we feel confident that your delegates will agree that this statement is not over-drawn. There are enough different trips in this immediate locality to provide your delegates with a week's sightseeing, and then they would not be able to see everything that would be of interest.

Here are a few of the trips in the Pikes Peak region: To the summit of Pikes Peak, America's most famous mountain; to the world's greatest gold mining camp, Cripple Creek; through the Garden of the Gods; to South Cheyenne Canon and the Seven Falls; over the High Drive and through North Cheyenne Canon and Bear Creek Canon; Williams Canon and its geological marvel, the Cave of the Winds; the trip up the St. Manitou Scenic Incline; to Crystal Park over a wonderful automobile road, and to many other places of great scenic interest.

Just which ones of these trips could be included in the program of entertainment would depend upon the number of days your delegates may find it possible to spend in Colorado Springs, in addition to the time allotted for the sessions of the convention, and while it is not possible to indicate definitely at this time, you can be assured that whatever program of sightseeing is arranged for the Pikes Peak region will be full of interest or lacking in none of those features which have made other conventions a success.

We understand that, in addition to the days which may be devoted to sightseeing in the Pikes Peak region, you are endeavoring to make arrangements for special railroad trips through various portions of Colorado.

While our first wish is that the National Press Association come to the state of Colorado for its 1913 meeting, it is our hope that it may see fit to select as the convention city, Colorado Springs. We stand ready to co-operate in making the convention a success and are sure that the delegates would not have reason to regret the selection of this city and the acceptance of the invitation of the Colorado Editorial Association.

Should Colorado Springs be the choice of the National Council, we would suggest that the convention be held as early in June as is consistent with other plans you may have in mind. This is one of the best months of the year in Colorado, and, we believe, would, all things considered, prove the most satisfactory time for the holding of a Colorado convention and excursion.

We will appreciate your efforts to bring this representative body of men and women to Colorado next year, and trust that you may find it possible to urge favorably the consideration of the invitation from Colorado Springs.

Very truly yours,
A. W. HENDERSON,
Secretary.

THE COLORADO SPRINGS CHAMBER OF COMMERCE
November 19, 1912.

To the Members of the National Council, of The National Press Association of America, Greetings:

The Colorado Springs Chamber of Commerce takes pleasure in extending to the National Press Association of America a most cordial invitation to hold its 1913 annual convention in the city of Colorado Springs.

It is fitting that your next excursion should be to America's scenic playground, and Colorado Springs is the logical meeting place for the representative men and women who will assemble to participate in your meetings and in your educational trips.

The Colorado Springs chamber of commerce will provide adequate convention halls, committee rooms and other facilities for the holding of your meetings. Hotel rates will be satisfactory, in accordance with the letters which we have placed in the hands of your Colorado committeeman with the request that he present them to you.

It may seem a bold assertion when we state that there is a greater variety of wonderful scenery, more easily accessible, in the Pikes Peak region, than in any equal area on the American continent, but we are ready to prove this claim. We will assure you that as many days as you may allot to sightseeing in this region will be filled with trips of interest. While it is not possible to state just what trips

may be included in your entertainment program, we can cite you to the great number of trips in the Pikes Peak region and give you assurance that your delegates will be pleased with whatever selection may be made. Among the world-famous trips in this region are: To the summit of Pikes Peak; to Cripple Creek; Garden of the Gods; South Cheyenne Canon and the Seven Falls; the High Drive; Crystal Park Auto road; William Canon and the Cave of the Winds; the Mt. Manitou scenic incline; and many wonderful automboile boulevards and mountain roads.

It is our understanding that your national committeeman and the Colorado Editorial Association have in hand plans for certain trips through the state of Colorado.

Should your body accept the invitation of Colorado Springs, we would suggest the month of June as an appropriate time for the convention.

We are primarily interested in having the National Press Association visit the centennial state and learn more fully of its wonderful scenery, great resource and present-day development. Colorado Springs is a unique city, and one especially fitted to entertain a convention such as is yours. The usual convention cities are all more or less alike. Colorado Springs is different. It has an individuality all its own. It will be glad to extend its hospitality to the delegates and guests attending the convention of the National Press Association of America.

Respectfully submitted,
A. W. HENDERSON,
Secretary.

Reduced hotel rates were given by the leading hotels, ranging from $1.00 to $1.50 a day for one person in the room, and $1.50 to $2.50 for two persons in a room, without private baths, and from $2.00 to $2.50 for one person and $3.50 up for two persons in rooms, with bath.

Mr. Hosmer urged, that as the last three conventions had been held in the Central West, New Orleans, Detroit and Chicago, it was but right that the West should now receive consideration. He briefly outlined the trips and entertainments that were tendered and dwelt on the great attractions of each. The secretary's files showed a score of letters from Colorado, covering all points as to arrangements and urging that Colorado be selected.

Secretary Schlosser then presented an invitation from the following cities, each urging special reasons in favor of the respective cities and presenting equal attractions and promises of entertainment and hospitality: Omaha, which place was warmly advocated by Council Member C. E. Nevin, making the promise that if the convention were held in that city every member of the Nebraska Press Association would become an active member of the National Press Association; New Orleans, with an invitation from the municipality, the civic and commercial bodies, backed by a letter from Past President John Dymond, urging that the convention be held in May or June so that the editors would see and enjoy the real attractions of the Crescent City, that were missed at the convention held there in February, 1910, when the weather proved to be cold and unpropitious on account of heavy rains; and Cedar Point, Ohio, the claims of which place, in accordance with a promise made to the citizens—so as to do away with the necessity of a special envoy—the secretary fully presented, showing a large photograph of the great hotel and the delightful surroundings, and outlining numerous lake excursions, proposed to visit Cleveland, Toledo and other lake ports of especial interest and attractiveness.

On motion an informal ballot was taken on the choosing the place for the convention. Tellers were appointed, who, on count of the ballot, reported: Cedar Point, Ohio, 7; Colorado Springs, 14; total 21. Under motion the informal was made a formal ballot and Colorado Springs was selected by a unanimous vote.

Past President Herbert moved and was supported in a second by C. E. Nevin of Nebraska, that a committee of three be appointed to act with the president and secretary to select and present names of persons to be voted for as members of the executive committee. The motion prevailed and the president appointed Herbert, of Illinois, Nevin of Nebraska, and Parmenter of Ohio, as such committee.

The council then adjourned until 1 p. m.

Afternoon Session

The meeting was called to order by the president and the committee on nominations for members of the executive committee—the officers of the association being members ex-officio—reported the following names: W. F. Parrott, Iowa; C. H. Neff, Indiana; G. E. Hosmer, Colorado; Miss Caroline A. Huling, 30 N. Dearborn St., Chicago, Ill.; C. E. Nevin, Nebraska; G. L. Parmenter, Lima, Ohio.

It was moved by Mr. Hosmer and seconded by Mr. Hotaling that the twenty-eighth (1913) convention be held between the 17th and 30th of June, on dates to be named by the executive committee, in whose hands were placed all the details of the program and arrangements.

Past President Herbert, as committee, reported the following preamble and resolutions and moved their adoption:

Whereas, this council has been informed of the death of Walter Williams, Jr., a worthy young man, engaged up to the time of his fatal illness in study and preparation for the calling of journalism, and who has been known to the members of this association from childhood;

Resolved, That the members of the National Council of the National Press Association of America, in session at the city of Chicago this 22nd day of November, 1912, tender sincerest condolence to and express deepest sympathy for Mr. and Mrs. Williams and family in their great affliction, realizing the deep sorrow over the so early death of a noble son, and feeling a share in the great loss, by the death of a young man of such nobility of character and purpose, preparedness, brilliancy, ability and promise, a loss not alone to his loving parents and family but to the University of Missouri where he was a beloved and honored student, and to the profession of journalism for which he was preparing, and in which he had already won honors, and would soon have entered upon his chosen work, to the honor of the calling and the service of his state and country.

Resolved, That a copy of these resolutions be forwarded to the bereaved parents, and that they be published with the account of the proceedings of this meeting of the Council.

The motion was seconded and the resolutions were adopted by unanimous vote. It was moved and carried that the choosing of the chairmen of the different departments of the association be made the duty of the executive committee with full power to act for and on the part of the council.

Past President Herbert moved, in which he was fully supported and seconded, that the executive committee, chosen by the council, ask and request every press association or organization of newspaper workers in America to chose or appoint and send a full quota of delegates, one for every twenty-five members or fractional part thereof, to the next, the twenty-eighth annual convention of the National Press Association, to be held at Colorado Springs in June, 1913, and elect or appoint a member to act as a member of the national council. The motion was adopted unanimously. This motion looked to the amendment of the present constitution and by-laws.

It was moved by Miss Caroline A. Huling, seconded, and adopted by unanimous vote, that a committee of three be appointed to revise and harmonize the constitution and

by-laws, as to representation, and votes, to report such amendments as may be deemed advisable, to the national council for consideration, and presentation, if deemed advisable, to the convention of the association for adoption.

The president apointed the following members as such committee of revision and amendment: B. B. Herbert, H. C. Hotaling, Minnesota, and Homer Harwood of Michigan.

On motion of Secretary Schlosser, duly supported, Eugene L'Hote, of Milford, Ill., was elected by unanimous vote to prepare a suitable testimonial, carrying the congratulations and thanks to the editor and publisher of the National Printer-Journalist, from the national council and the National Press Association, in recognition of services and the completion of the twenty-fifth year of the publication of that journal.

The president appointed the following members as auditing committee, who as decided by drawing of lots, are to serve for the number of years named: C. E. Nevin, Nebraska, one year; W. C. Lusk, South Dakota, two years; C. L. Peterson, North Dakota, three years.

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Newspaper Combination

"The Sun and News" of Williamsport, Pa., have very sensibly combined, to the profit and satisfaction of the public and the publishers. It is not always wise nor a thing worthy of commendation to make two newspapers grow where only one grew before. That wise old saying applies only to grass and other products that meet men's necessities.

Journalist's Opportunity and Obligations

The words of Whitelaw Reid, of the New York Tribune, from which we have had occasion to quote, in the past, deserve especial consideration by every newspaper maker as emphasizing both the opportunities offered and the obligations assumed: "The journalist's opportunity is beyond estimate. To him is given the keys to every city, the entry to every family, the ears (or rather the eyes, which we have seen to be more important) of every citizen when he is in his most receptive moods — powers of approach and persuasion beyond those of the Protestant pastor or the Catholic confessor. He is no man's priest, but his words carry wider and farther than the priest, and he preaches the gospel of humanity. He is not a king, but he nurtures and trains the king (who in this land are people, the sovereign citizens of the Republic), and the land is ruled by the public opinion he evokes and shapes. If you value this good land the Lord has given us, if you would have a share in this marvelous salvation and lifting power of humanity, look well to the nurturing and training of the king (the great mass of the citizenship and their servants, from aldermen to the members of the House and Senate, and the President of the Republic)."

Key Plate of Two Color Design — WINTER SCENE — by Gatchel & Manning, Philadelphia

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

AS I have not the time nor inclination to write a long introduction to this installment of Newspaper Criticisms, permit me instead to read you this little editorial paragraph from The Bucklin Banner of Bucklin, Kansas: "A few days ago," says Editor J. B. Miller, "I was looking over some files of the first newspaper which carried my name at the head of the column. As I glanced at the contents my eye fell upon a two-column 'roast' on another editor. Say, the way I skinned that editor was awful. It was terrible, and I must have gotten away with it, as I am still alive. And then the thought came to my mind: how long would a newspaper's subscribers stand for such foolishness in this age? In times past such controversies were common and continued as long as the two enemies remained competitors. Surely the newspapers are conducted on a higher plane than formerly."

Brief as it is, this little paragraph is sufficient in itself to inspire the desired thought as to the wonderful change for the better in the newspaper of today as compared to what the newspaper used to be. These endless wordy skirmishes between editors a few years ago was the common thing. The editor who couldn't pen a pointed, scathing paragraph against a brother of his own calling was hardly considered competent, and maybe the people at large liked the fun — but I seriously doubt that. One thing is sure, many readers grew weary of the long-drawn-out pen-duels. And happily, today they have gone as completely out of style as the real duel with swords. What the average subscriber to the modern newspaper looks to is the amount of information he can secure through the paper. News, real news, will always be readable and sought for with more or less avidity, depending upon the taste of the reader. Some there are still, and I suppose there always will be such, who take a home paper more for the pleasure of seeing their own names in print occasionally than for the opportunity of learning what their neighbors are doing; but, as a rule, the modern subscriber to newspapers reads to learn.

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I have just examined a late copy of the Thurman, Iowa, Times, Fred F. Flatt's little five-column quarto. This brother editor has a broad vocabulary, a pretty keen scent for news and sometimes produces a very creditable paragraph. He frequently gets the tense of his verbs confused, as for instance, in saying that "the storm of Monday night done considerable damage."

✣ ✣ ✣

I suppose I have said it before, for I have reviewed this sheet more than once in the past, but it will do no harm to repeat it — the Bucklin, Kans., Banner is a bright, newsy paper. The clean front page, the abundance of news and the way that everything is "dished up" to the reader is a highly creditable reflection upon Editor J. B. Miller's ability as a newspaper maker.

✣ ✣ ✣

The news columns of the Sumner, Miss., Herald-Progress are delightful and alone make a better newspaper than the average, but in addition to these there is an editorial department that is simply charming. It is set in two columns, each about twenty ems measure, a pica face being used for the matter. Editor Carlton M. Brosius shows a clever talent in the choice of subjects and the forceful way in which he handles them. His columns are full of philosophy and life lessons.

✣ ✣ ✣

I never tire of admiring the Chilton, Wis., Times. It is pleasing in so many respects. It is set in eight-point solid, with neat and modest headings. The contents are extremely abundant and every paragraph shows capable editing. The ads are always above the average in treatment and the make-up is invariably good. Such a newspaper is a great power for good in its community.

✣ ✣ ✣

Not so modest in typography, nor so pleasing, is the Greenwood, Miss., Enterprise, copies of which have lain a long time at hand, awaiting their turn for review. The Enterprise is strong on scare heads and has a ten-point face as large as pica for dress. It is a big paper — seven-column quarto — so the large faces are quite consistent. It is a good paper, too. The news service is thoroughly good, and the editorial columns bright and progressive in tone and spirit. T. M. Whetstone is the proprietor of this prosperous sheet, with Littleton Upshur, asso-

ciate editor. Both these names are like those we meet in fiction.

✣ ✣ ✣

A creditable advertisement from the Dallas County News of Adel, Iowa, is shown herewith as exhibit 1. It is doubtless the handiwork of Brother Van V. Boyce, a careful student of the typographical art, who has become a contributor to the printers'

No. 1

trade journals. In the main this ad has been nicely treated, the only serious error being the lack of margins between the three central paragraphs. The design is good and the display proper, but the hyphen and final period in the signature could easily have been dispensed with to the betterment of that line.

✣ ✣ ✣

In the belief that the sight of good specimens of typography is even more effective in teaching the

MISS HALLIE E. GASSAWAY
IMPERSONATOR AND
INTEPRETER OF LITERATURE
Third Lyceum Course Number
At the Congregational Church
Thursday Eve, November 28
Admission: Adults, 50c Children Under 12 Years, 25c

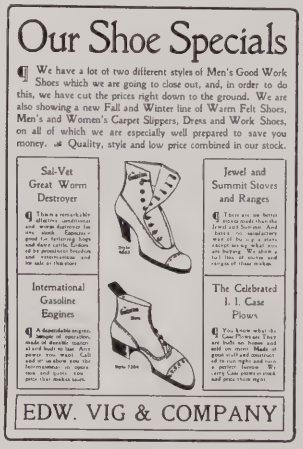
No 2

art of ad composition than wordy paragraphs on the subject, herewith, therefore, I show a half dozen ads produced in my own office. In presenting these specimens I beg to explain that they were created in a shop that does work under conditions quite similar to those in other printing offices, for profit,

Fall Displays at Upham's
Big and Busy Store
Valuable Premiums for Cash Trade. Ask for Coupons on All Purchases
Large Stock Lowest Prices Highest Prices for Eggs and Butter
The Home of a Seasonable Array of Uptodate Dry Goods
Fall Styles in Footwear
Fall and Winter Underwear
Good Stock Bed Blankets
C. H. UPHAM, DE SOTO

No. 3

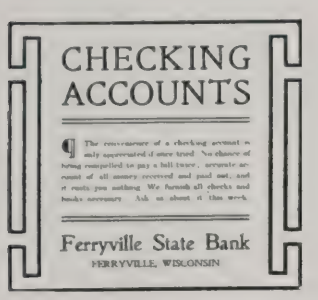
with often a shortage of time, help and material as a handicap. Some of these ads were set by boys after layouts by the writer, while others are the writer's personal work. They are not exploited


Our Shoe Specials
Sal-Vet Great Worm Destroyer
Jewel and Summit Stoves and Ranges
International Gasoline Engines
The Celebrated J. I. Case Plows
EDW. VIG & COMPANY

No. 4

here as perfect specimens, by any means, for they were not, as asserted, gotten up for exhibition purposes in an experiment station, but they were all

built with an ideal in view, the creator putting each piece in place with the object of incorporating in the finished work the principles of composition

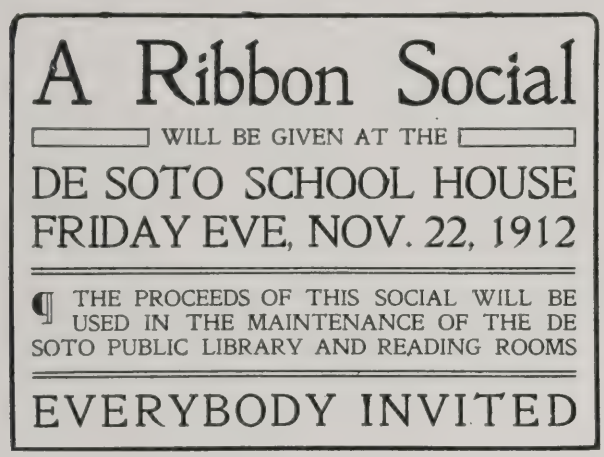

CHECKING ACCOUNTS
¶ The convenience of a checking account is only appreciated if once tried. No chance of being compelled to pay a bill twice; accurate account of all money received and paid out; and it costs you nothing. We furnish all checks and books necessary. Ask us about it this week.
Ferryville State Bank
FERRYVILLE, WISCONSIN

No. 5

There are Several Things To Be Considered in Selecting
YOUR BANK
First, Strength—financial strength. Second, the care with which the bank is managed. Third, courtesy and spirit of accommodation displayed by the officers and employees. Fourth, the banking experience of its officers. Fifth, the ability of the bank to properly handle all your business.
DE SOTO STATE BANK
Capital $10,000.00 Surplus $2,500.00
A.J. BROADHEAD, President C.H. HASKELL, Vice President
R. P. LOFTUS, Cashier

No. 6

advocated for practice in this department of the National Printer-Journalist. It is hoped their exhi-


A Ribbon Social
WILL BE GIVEN AT THE
DE SOTO SCHOOL HOUSE
FRIDAY EVE, NOV. 22, 1912
¶ THE PROCEEDS OF THIS SOCIAL WILL BE USED IN THE MAINTENANCE OF THE DE SOTO PUBLIC LIBRARY AND READING ROOMS
EVERYBODY INVITED

No. 7

bition here will not be wholly in vain. (Exhibits 2, 3, 4, 5, 6 and 7.)

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A noticeable improvement in the composition of the displayed spaces in the Hinsdale, Ill., Doings is the pleasing fact in evidence in the latest copies of that neat little publication on my desk. Nice

STORE YOUR AUTO WHERE IT WILL BE SAFE FROM FIRE
DOES YOUR CAR NEED OVERHAULING?
WE have the men, the knowledge, the complete shop equipment to do the work RIGHT and Reasonably. Talk With Us About It
HINSDALE AUTO CO.
TELEPHONE 62

No. 8

material and good presswork add delightfully to the appearance of the ads in the Doings. One ad (exhibit 8) is shown herewith as illustrating the good effect possible through lines of simplicity.

✣ ✣ ✣

The Covington, Tenn., Leader is another bright paper hailing from the New South and which, by its bright, prosperous pages, shows so clearly the modern commercial development of the rich southern states of this union. It is an excellent newspaper, supplying the news of its field with accuracy and abundance. Its advertising columns are always well filled and, as a general thing, well set, too. Some strong editorial writing is in evidence also in the columns of the Leader, usually along the lines of politics.

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In exhibit 9 I reproduce a full page specimen from the Chilton, Wis., Times. This ad is remarkable for its profusely empanelled design. My criticism would be that the ad is rather monotonous

No. 9

and lifeless, which effect arises through the fact of the absence of a chief display line — a very important thing in an advertisement.

✣ ✣ ✣

This department has been complimented again this month by the receipt of a copy of the Huntsville, Texas, Prison Monitor, the neat and interesting little magazine published monthly by prisoners at the Texas state penitentiary. The magazine is the property of prisoners Van Zandt & Tippen, R. W. Hollingsworth, the former owner, having lately been pardoned "after having served almost nine years for a crime for which most men are given from two to five years," according to an editorial in this issue of the Monitor. Truly, I find this publi-

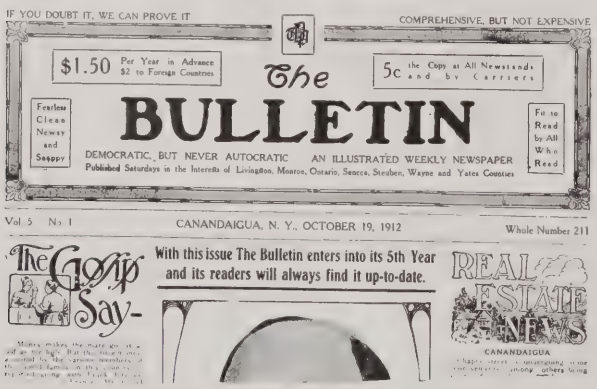
cation a very interesting contribution. Whenever I receive a copy of it, I read it from cover to cover, a thing I could not do with every contribution submitted for criticism, and at the conclusion of my perusal invariably I find myself agreeing heartily with every editorial sentiment expressed. The Monitor is quite creditable from the viewpoint of a printer, too.

✣ ✣ ✣

To get a copy of the Eaton, Colo., Herald is a genuine treat. This is a four-column paper, having as many pages per issue as the weekly contents require. It is published by H. E. Hogue, who is without question one of the most original and able editors with whom this department has got in touch. His editorial page is exceptional, both in typography and thought. Brother Hogue is really a paragrapher. He does not write long dissertations, but crisp, brief squibs with a point to each line that penetrates and sticks. His little sheet is nicely gotten up, set in good faces and crowned with a dandy print. The news service is excellent.

✣ ✣ ✣

The Bulletin, published at Canandaigua, N. Y., is something unusual as a newspaper — it is a newspaper in magazine form, professing to be an illustrated state weekly, published in the interests of seven surrounding counties. Albert E. Deming is publisher and proprietor of the Bulletin, with Emil Held as editor. The editorial work is eminently high grade, as are all the contents. A considerable amount of illustrated plate is run, making a bright,


IF YOU DOUBT IT, WE CAN PROVE IT

COMPREHENSIVE, BUT NOT EXPENSIVE

$1.50 Per Year in Advance $2 to Foreign Countries

The

5c the Copy at All Newsstands and by Carriers

Fearless Clean Newsy and Snappy

BULLETIN

Fit to Read by All Who Read

DEMOCRATIC, BUT NEVER AUTOCRATIC AN ILLUSTRATED WEEKLY NEWSPAPER

Published Saturdays in the Interests of Livingston, Monroe, Ontario, Seneca, Steuben, Wayne and Yates Counties

Vol. 5 No. 1 CANANDAIGUA, N. Y., OCTOBER 19, 1912 Whole Number 211

The Gossip Say-

With this issue The Bulletin enters into its 5th Year and its readers will always find it up-to-date.

REAL ESTATE NEWS

CANANDAIGUA

No. 10

entertaining journal. But I would seriously doubt if such a publication is as profitable as the ordinary weekly newspaper. It seems to lack the proper support from advertisers to make it a paying proposition, although the fact that it is in its fifth year of existence is evidence that it is not at least an entire failure. The typography is good, indeed, the title being shown in exhibit 10.

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I have before me an unintroduced copy of the Union Advocate's "Booster Edition," for its home town — Sioux City, Iowa. It is a very creditable thing in magazine form, every column of which is a boost for Sioux City. Many illustrations grace the well-printed pages, accompanied by appropriate matter relating to the town's greatness and future prospects of development. This special edition seems to be even a better business proposition from the publisher's viewpoint than some specials, as not least among its contents are the ads. Every firm in the city, methinks, has bought space, and, in the main, this has been well treated by the compositor, although I must confess that, in view of the excellent material at hand, I am somewhat disappointed with the general results in composition. Not so with the presswork, however, which is well done, indeed.

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During a convention held in Spokane, Wash., the week of November 11, the National Farmers' Grange, representing farmers' organizations from all states of the Union except one, chose The Twice-a-Week Spokesman-Review, the farmers' family paper of the Spokane country, as official paper for the coming year. This is a tribute to the active part this western argricultural journal has taken in the improvement of country life throughout the Pacific Northwest, and the space it has given to the interests of the Grange. The Twice-a-Week Spokesman-Review has also been recognized as the official organ of the Northwest Livestock Association and of the Inland Empire Poultry and Pet Stock Association.

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A New Book for Students in Journalism

As soon as there is a need, somebody, somewhere, is pretty sure to be ready to supply the same. This is proving true as to the demand of the new schools of journalism — which now exist in sixteen universities, besides those that are connected with correspondence and other schools — for proper textbooks.

At the convention of teachers of journalism in Chicago, November 30, Mr. Stuart Eagleson, representing the publishers, called the attention of several of those in attendance to a new book, just out, which elicited favorable comment. Some of the teachers had already seen advance sheets of the work. The full title is "Essentials in Journalism. A Manual in Newspaper Making for College Courses." From a cursory examination, we judge that the work will be of great value to the students, and to anyone else who is seeking to learn newspaper making or to become better equipped in the work.

This volume is the product of the joint authorship of H. F. Harrington, Director of Courses of Journalism, Ohio State University, and T. T. Frankenberg, on the staff of the Ohio State Journal. The publishers are Ginn & Company, Boston, New York, Chicago and London. The home house is in Boston, known as the Athenaeum Press, Ginn &

Company, Proprietors. The Western office is 2301-2311 Prairie avenue, Chicago.

The work is practical and comprehensive, covering in its fourteen chapters: "Journalistic Style"; "Words and Phrases"; "The Structure of a News Story"; "Gathering News"; "Types and News Stories"; "The Reporter"; "The City Editor"; "Other Desk Positions"; "Interviews"; "Dramatic Criticism and Other Criticisms"; "Editorials"; "Paragraphs and Bureaus"; "Head Writing and Make-up"; "Getting the Paper Printed"; "The American Newspaper"; "Country Journalism."

There is also an appendix treating of journalistic words and phrases; the structure of news stories, suggestions for features and news stories; general instructions to reporters and copy readers, and a "Glossary of Newspaper Terms."

There is a complete and convenient index. The book closes with exhibits in halftone reproductions of first pages of the following newspapers: New York American; The New York Herald; The Sunday Record-Herald, Chicago; The Sunday Herald, Boston; The Sun, New York; The Cincinnati Enquirer; The San Francisco Examiner, and the St. Louis Globe Democrat.

The preface is thoroughly enlightening as to the object and scope of the book and of the purpose and value of college training in journalism. The authors seem to have fully accomplished what is declared to be the attempt "to present the subject in an interesting and systematic way." The student is shown not only how others write but how he himself should write to do acceptable work.

* * *

A Bi-Weekly Prison Newspaper

"The Star of Hope" is the name of a very handsomely gotten-up and illustrated bi-weekly of Sing Sing Prison, Ossining, N. Y. The editors are given by their prison numbers instead of by their names, and consist of the following: Editor-in-Chief; Auburn Local Editor; Clinton Local Editor; Assistant Clinton Local Editor; Great Meadow Local Editor, and Women's Prison Local Editor, these representing all the prisons of the state.

The issue of September 7 was a "Clinton Prison Edition," and is worthy of further notice. The design of the first page is especially artistic and was the work of a prisoner, "Clinton No. 9633." The work is up to that of the best weekly magazines, and the illustrations of the interior of the Clinton chapel and the library, as well as the portraits of three chaplains, Rev. Pierce, Father Belayer and Rabbi Judelson, are especially attractive and satisfying. A sermon by Rev. Pierce, with verses 24 and 25 of the seventh chapter of Romans as a text, could be read with profit by many sinners who are outside of prison walls.

"A Golden Anniversary"

Mr. and Mrs. M. P. Rindlaub, of Platteville, Wis., announce the fiftieth anniversary of their marriage, December 11, 1912. Mr. Rindlaub came to Illinois in 1858, and shortly afterward became the proprietor of the Warren Independent, which he published until July, 1864, when he sold that paper and went to Lancaster, Wis., where he held the position of associate editor of the Lancaster Herald. He remained there until March, 1867, when he purchased the Grant County Witness, Platteville, Wis., which he continued to publish until 1903, when he retired from business, leaving his paper in the hands of his son. Mr. Rindlaub has always taken an active interest in everything that pertains to the successful newspaper. He joined the Wisconsin Press Association in 1867, and has maintained an active membership ever since. He was twice elected president of the association. When the National Editorial Association was organized he was one of the delegates to the first convention held at Cincinnati, and he has kept up an uninterrupted membership to this time. When the National Printer-Journalist was started he was one of its first subscribers, and his name has continued on the subscription list ever since.

Mr. Rindlaub remembers very well the exciting political times of 1858-'60. He was present at the notable discus-

Mr. and Mrs. M. P. Rindlaub

sion between Lincoln and Douglas, at Freeport, Illinois. He was also present, in the capacity of a reporter, at the Republican convention, in the Wigwam, in Chicago, when Lincoln was nominated; and he also attended the great Union Mass Meeting, at Springfield, Ill., after Lincoln was nominated, and at which he was present.

Mrs. Rindlaub, during all the years of her married life, always took a very active interest, and was a frequent attendant at the meetings of the State and National Press Associations. She held the office of treasurer of the Wisconsin Press Association for seven years, or until she was compelled, on account of failing health, to decline a re-election. She was given, during the later years, the affectionate cognomen "Mother of the Association."

Both Mr. and Mrs. Rindlaub have traveled somewhat extensively, having visited most of the places of interest in the United States and Canada, and in 1905 they took a six months tour through the continent of Europe and the British Isles; and in 1910 they went abroad again, this time visiting Athens, Constantinople, Alexandria, Cairo, and making a three weeks tour of the Holy Land. Returning they took in the Passion Play at Oberammergau.

The Christian Science Monitor's Fourth Anniversary Issue

The success of the Christian Science Monitor, of Boston, Mass., a modern daily that deals only in clean, helpfully informing news matter — avoiding all records of scandals and immoralities — has been remarkable, and certainly should be vastly encouraging to all those who are striving toward higher ideals in the publishing of newspapers.

The fourth anniversary issue contains ninety-six pages, seven columns to the page, and every column is filled with instructive, interesting, useful, entertaining information. Mechanically, too, this number is a model in excellent typography, illustration and press work, every page is bright and clear and pleasing to look upon.

There are one thousand six hundred advertisements, drawn from many widely separated parts of the United States, including excellent representation from Canada, Great Britain and Ireland. Every advertisement in the paper is clean, honest and high class, and fully thirty-seven per cent of advertising available for newspapers has been rejected as not being up to the standards required.

Most of the business in this issue has been placed at twenty-five cents an agate line or $3.50 an inch. The paper is printed in eight sections of twelve pages, each and contains one hundred thousand words of news and feature articles. It is a splendid showing of what clean journalism has accomplished. The "Monitor" is a newspaper in the very best sense of the word. It gives the clean news of the whole world.

This issue bears the date of November 27, and is a number for which to be thankful. The first page is attractive with head design showing fruit in basket and two horns of plenty spilling out the ripened products of fields, gardens, grapevines and orchards. We especially like and commend the Thanksgiving talk, on the first page of this number, under the heading "Appreciation and Progress":

"Progress is the keynote of the period, and appreciation of all that it spells for humanity is its proper complement. To bear rightfully the stamp of reality, progress must be universal; so, also, must be the gratitude it inspires. Only by ambracing the visible creation in our thought, our solicitude and our affection, can we apprehend the true and full meaning of both. Many thousands who, before the Monitor came, thought and talked in terms of the state, or province, or country, have learned in the last four years to think and talk in terms of the world-at-large, to look out with the concern of legal heirs upon the earth and the fulness thereof, to count the seas and the continents as their inheritance, and to share responsibility for the trust which that inheritance involves.

"Among the many things for which this newspaper, and its makers and readers are thankful at this season and in all seasons, is the consciousness of an increasing disposition and ability to be grateful, not for special favors, nor for favors that have come to any class, to any nationality, or to any race, but for the liberalizing, liberating and enlightening influences that are everywhere permeating and elevating human interests, and giving impetus and force to higher aspirations and nobler ideals. Of all the blessings of which mankind may reverently take note, as each recurring cycle of the seasons brings the efforts of the thinker and the toiler to fruition, none looms more grandly upon the horizon than the fact that these aspirations and ideals, as they are nourished and cherished by all nations and by all peoples, are becoming indissolubly intertwined. * * * Despite clash and conflict here and there, the world is moving toward universal fraternity and peace. There is progress in spite of obstruction and opposition. At the worst, the prospects for the toilers — for the oppressed and submerged, for the legion that is emerging and the legion that has arrived — are better than they were at their best not many years ago.

"For all this — for every cheering and satisfying conviction that accompanies it; for the hope of better and brighter things yet to come — a livelier faith in the ultimate triumph of liberty, prosperity and happiness in all lands — for a loyalty to itself that welds the hemispheres and belts the planet — this newspaper, in appreciation and gratitude, gives praise and thanks to Him from whom all blessings flow."

✣ ✣ ✣

Third National Conference of Teachers of Journalism

As the last forms of this issue are being sent to press, those interested in the teaching of journalism are holding the third annual conference of Teachers of Journalism, at Hotel Sherman, Chicago, Saturday, November 30.

The organization of a permanent association and other matters of interest are under consideration.

The following is, in outline, the program:

10:00 A. M.

Meetings of the following committees:

Committee on Permanent Organization — Prof. Talcott Williams, Columbia, chairman; Prof. F. W. Scott, Illinois; Prof. N. W. Barnes, De Pauw.

Nominating Committee — Prof. Merle Thorpe, Kansas, chairman; Frank L. Blanchard, New York; Rev. J. E. Coupus, Marquette.

Committee on Co-operation in Securing Lecturers — Dean Walter Williams, Missouri, chairman; Prof. J. W. Cunliffe, Columbia; Prof. J. W. Piercy, Indiana.

Committee on Time and Place of Meeting — Charles Dillon, Kansas Agricultural College, chairman; Grant M. Hyde, Wisconsin; Prof. R. W. Neal, Massachusetts Agricultural College.

2:30 P. M.

Paper — "Technical Instruction in Journalism," Dr. Talcott Williams, Columbia.

Discussion — By Prof. Charles Dillon, Prof. N. W. Barnes, Frank L. Blanchard, and other members of conference.

7:30 P. M.

Discussion — "Amount and Character of Practical Work in Courses in Journalism" — Dean Walter Williams, Prof. Merle Thorpe, Prof. F. W. Scott, Prof. J. W. Piercy, and other members of the conference.

The program had been arranged with a view to having a general round table discussion of the amount and the character of the technical instruction and practical experience that should be included in courses in journalism — each member of the conference to present the results of

his personal experience in connection with the discussion of this topic.

Very much of the future character, standing and success of newspaper making depends on the proper training given to those who are to enter upon the calling. It has come to a condition in this age when no calling can be entered upon, with hopes of worthy success without study and application.

✣ ✣ ✣

Help Asked for the "Country Weekly Department" of National Press Association

Geneva, Neb., Nov. 27, 1912.

To the Editor of the National Printer-Journalist:

President Moffett of the National Press Association advises me that the duty of preparing a program for the department of the country weekly, for the meeting of the association to be held at Colorado Springs next June, has been assigned to me. Wishing to comply with this request and feeling a lack of sufficient acquaintance with individual publishers to enable me to outline a satisfactory program for the half-day allotted to this department, without a good deal of help, I wish to ask the country publishers of the United States for two recommendations:

First, what topic or topics would you personally like to have on the program?

Second, who could present your preferred topic, or some other one, in a manner satisfactory to our membership?

I earnestly desire to hear from a large number of publishers. Personal interest is the only thing that will make our association of use to us. Yours truly,

FRANK O. EDGECOMBE,
Publisher Signal, Geneva, Neb.

A handsome twenty-page pamphlet, in covers, has been received from the Mergenthaler Linotype Company, giving the names of over 1,600 periodicals published in the United States and Canada, that are composed on the Linotype. A very convincing array of first-class journals are presented, but, to our knowledge, it is not complete.

It is to be presumed that the list is confined to those periodicals that own and operate their own machines, but linotyping has become an independent business. Scores of establishments now exist that do work wholly for others, take the copy and deliver the slugs to the publishers at an agreed rate per thousand ems, operating from two to twenty machines and serving from six to sixty publications.

In some instances, a single machine is owned and operated by one person with an assistant, doing the composition for three or four publications and doing other book and job composition. The arrangement has proved very satisfactory to publishers who do not care to be printers. The plan saves them from the necessity of the extra investment and, what is much more important to one whose time and attention is taken up with all the work of editing, writing for and publishing a periodical, it relieves from the necessity of keeping up a composing room, employing foremen and operators, and looking after proof-reading and many other details of the mechanical department. It is a division of labor that has proved very satisfactory.

Key Plates of Four Color Designs (Red, Yellow, Blue and Black) by Gatchel & Manning, Philadelphia

✣ ✣ ✣

The University of Missouri School of Journalism publishes a pamphlet briefly describing, with instructions to students, its newspaper morgue and listing the contents. Among the publications recommended for journalism students to read is the National Printer-Journalist. Practical use of the morgue is made in the preparation of the University Missourian, the daily afternoon, general newspaper issued from the school.

BUSINESS NOTES

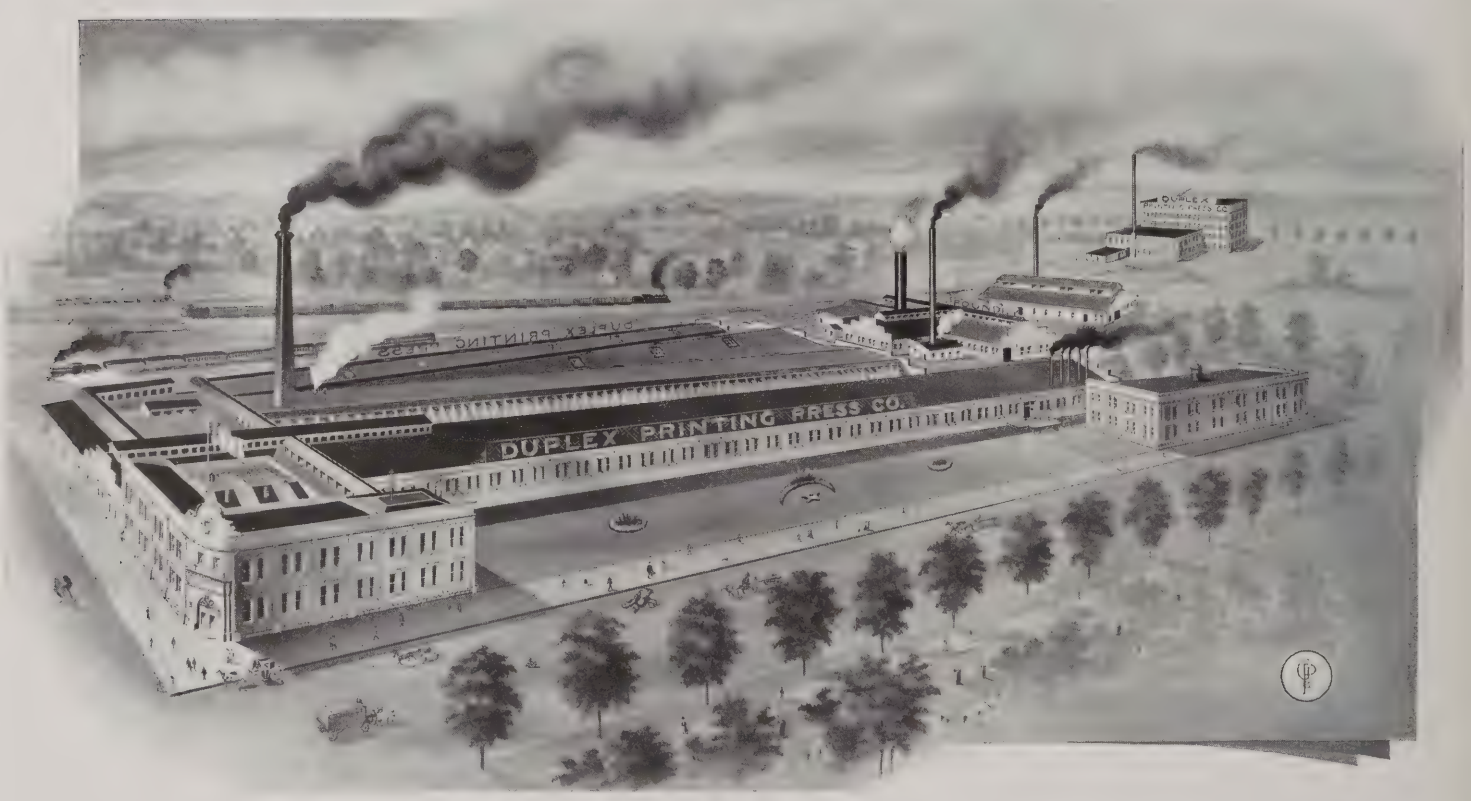
This Department is conducted for the benefit of advertisers, and expresses their claims and views

When the Duplex Printing Press Company added to its line of machinery the rotary machines a few years ago, it became unique among press builders, the only printing press factory or company building newspaper presses for the entire perfecting press field, a field which falls naturally into three distinct divisions. The Duplex flat bed perfecting press is designed for newspapers of from four to sixteen pages and with circulations up to 10,000. The Duplex single plate rotary press is for newspapers of up to sixteen pages, of any circulation; and the Duplex metropolitan rotary for papers of any number of pages and any circulation.

The tubular plate Duplex rotary is the latest development of the rotary press, and is designed especially to meet the needs of those publishers whose requirements are beyond the capacity of the flat-bed perfecting press, but yet not sufficient to warrant a metropolitan plant. In this field, until the advent of the Duplex tubular, there was practically no single-plate machine which did not have to cut its speed right in two to get its product. The most prominent novel feature of the machine is the use of tubular plates instead of the old style semi-cylindrical. These plates, by reason of their shape, are in contact with the impression cylinder all the time instead of but half the time, and the obvious result is that each plate does twice as much work as the old style, and the press gives twice the product. It is characterized, as are all great inventions, by extreme simplicity.

A visit to the plant at Battle Creek, Mich., is well worth the time of any publisher, and especially if he be contemplating the purchase of a newspaper press. To see these machines in the building, the care taken and the delicacy of the measurements worked to, is an education in itself to those unfamiliar with the details of machinery building at its best. The plant, comprising several large buildings and covering three city blocks, is one of the largest printing press factories in the world, and there is none more complete. The company operates its own foundries under skilled superintendents, making on the grounds all of its castings of iron, brass and semi-steel and so controlling from the very foundry mixture the grade of material that goes into every part of the finished press. Even such small parts as the screws, bolts, etc., are made in this factory in a special screw department. A number of the large special tools for particular work have been individually designed and specially made for the Duplex Printing Press Company, and are without duplicates. It is said that this is the only printing press factory in the country which operates its own brass and iron foundries.

The factory has magnificent shipping facilities, the track frontage of the erecting and shipping rooms being continuous and the track a quarter of a mile in length, and connecting at once with the main lines of the Michigan Central railroad and the Grand Trunk.



In view of contemplated extensive improvements and additions to the factory, the City of Battle Creek has recently deeded to the Duplex Company those parts of two streets which separated the blocks owned by the company, and has so made possible direct connection of the various buildings and even greater efficiency in the operation of what is already one of the model plants of the country.

✣ ✣ ✣

To show "how" is one of the most important requisites, and telling features, of advertising for the makers of things for others to use. The "how" is no less impor-

tant in printing and engraving than in any of the other callings of life and the knowing how brings success.

The Barnes-Crosby Company issue handsome booklets

in folio form, under the title "Pictures with a Purpose" that accentuate this idea. A first cover page design, of a recent issue, is shown herewith. The plates shown in the booklet have advertising purposes and furnish proof that the Barnes-Crosby Co. have designers and artists that create purposeful ideas in their artistic productions "that dovetail exactly with selling campaigns."

The actual products are shown in the booklet, many of which have been tested and found effective. A staff of one hundred artists are employed, many of whom have a country-wide reputation as creators of big advertising ideas; but to make this statement is not so convincing as to show the work that they have done. Seeing is believing. People need to be shown.

\+ + +

Barnhart Brothers & Spindler have introduced a new chase lock for which they report an immediate and extensive sale. It is a quick action lock that meets with the universal approval of printers. Its peculiarities are

The side bars are left in place for each job; the chase is gauged up anywhere on the bed of the press; the cross-bar is placed in the notches nearest the chase and two dogs are put into place, then the adjusting screws on the end of each side bar are screwed up by hand until the dogs are held tight on top and sides of the chase. The clamps on the bed of the press are screwed up and the chase is held absolutely tight on all four sides. No chance for "off-register" or "work-up." Makes locking on a chase a pleasure. It is made for any size flat bed press

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WETTER

TYPE-HIGH NUMBERING MACHINE

Sold at Right Prices by All Type Founders and Dealers

Wetter Numbering Machine Company 343 Classon Avenue, Brooklyn, New York, U. S. A.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12 pt. matrices, Rogers Tabular Attachment. Address "Bargain," care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago.

FOR SALE—21x28 Cranston pony, in good condition. Red Wing Printing Co., Red Wing, Minn. tf

Bargains in Printing Presses
FOR SALE

FOR SALE—A GOOD MIEHLE PRESS, 53-INCH size, two-roller with table distribution, combination delivery with jogger, also slitter attachment, now running in a Wisconsin town. Must sell at once to make room for Goss Comet web press. A snap for someone. Address The Goss Printing Press Company, 1 Madison Avenue., New York, N. Y., or Sixteenth Street and Ashland Avenue, Chicago, Ill.

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20-24 pages. Overhauled and rebuilt. Will sell at very low price. THE GOSS PRINTING PRESS CO., CHICAGO ILL.

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24-28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

WANTED—Master printer, experienced in selling, estimating and managing, with $3,000 to invest in medium sized plant doing a profitable periodical, book and catalogue business in Ohio city. Address M, care National Printer-Journalist.

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Designers
Illustrators
Photo-Retouchers
Commercial Photographers

Halftones
Line Etchings
Color Engravings
Embossing Plates

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Philadelphia.

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The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

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LEICESTER, De Montfort Press
LONDON, Thanet House, 231 Strand, W. C.

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SPRING TONGUE GAUGE PINS
$1.20 per doz with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency Method of attaching does not interfere with raising tympan

Only $4.80.

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York
From us or your dealer. *Free Booklets.*

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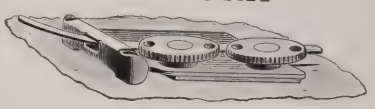
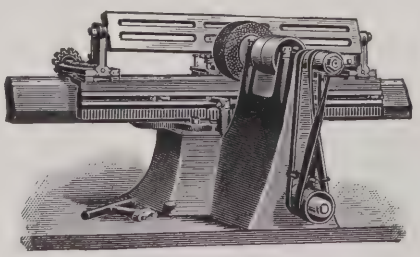


Megill's Patent
DOUBLE-GRIP GAUGES
$1 25 set of 3 with extra tongues.



Type E Knife Grinder, Back View

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Remember and

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SHOWING WORK BY THE DIFFERENT PROCESSES.
TELL US WHAT YOU ARE FIGURING ON AND
WE WILL SEND SPECIMENS WITH PRICES
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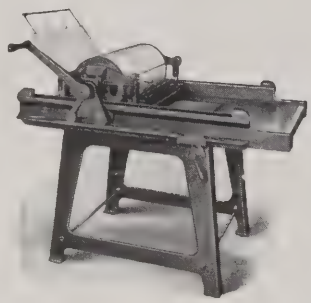

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I can truthfully say it is in a class by itself. *****

****From a letter recently received from the "Philadelphia North American."*

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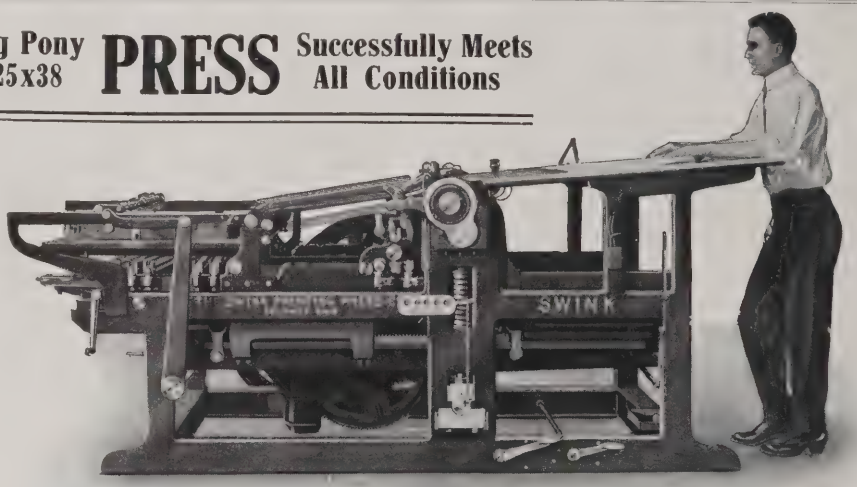

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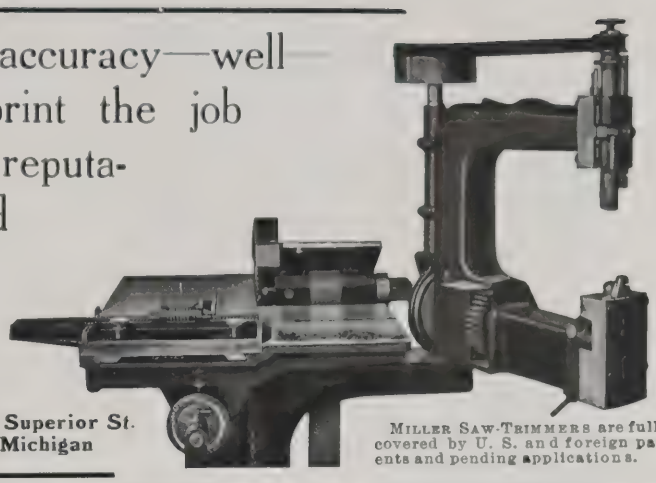

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John Royle & Sons
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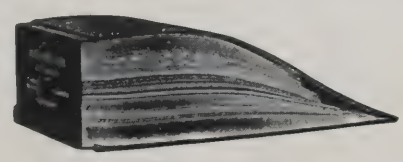

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Rebuilt Guaranteed Printing Machinery

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16x21 Hoe, Box Frame, Speed 2500.
17x22 Potter, Speed 2000.
22x28 Cranston tapeless.
24x29 Campbell, Table Distribution.
24x32 Diamond, Power.
28x42 Prouty Newspaper.
6 Quarto Hoe Drum.
6 Quarto Fairhaven Drum.
6 Quarto Campbell Drum.
6 Quarto Monona Drum.
6 Quarto Cottrell Drum.
7 Quarto Babcock Standard.

TWO REVOLUTION PRESSES
23x28 Campbell, Speed 2200.
23x30 Campbell, Speed 2200.
25x29 Scott, Speed 2400.
28x42 Swink, Speed 2000.
32x47 Babcock Optimus.
33x46 Cottrell, Four Roller.
34x48 Whitlock.
37x52 Campbell.
40x54 Potter, Four Roller.
42x56 Cottrell, Four Roller.
46x62 Century, Four Tracks.

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7 Quarto Cox Duplex.
6 Quarto Dispatch, Speed 3000.
7 Quarto Dispatch, Speed 2600.
7 Quarto Goss Web.

Buy a press that originally was put out as a high grade press REBUILT and GUARANTEED rather than a cheap made new press

WANNER MACHINERY COMPANY
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Riessner's Combination Gold Printing Ink

for all kinds of paper. A pound sent, express paid, on approval. Send on your paper and I will print Gold Ink on it to show you.

Specimens and prices on request

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A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

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AD. DESIGNS.

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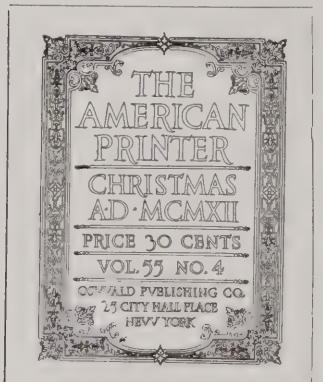

December Number of
The
American Printer

There is also discussion as to whether the waste basket is a good subject for printers' advertising. This is the Christmas number and contains the holiday spirit throughout — a special cover, new decorative department headings, fine color inserts, suggestions for greeting cards, etc. There are the usual articles (dozens of them) on practical subjects of interest to compositor, pressman, superintendent and business manager. Another portrait in the series of notable employing printers. Review of specimens and reset examples. An article on art binding and another on printshop's experience with color printing. Costs, estimating, conventions, important news, — all are given in the usual interesting manner. An exceptional number.

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